- Sen. Packwood takes his case to public
- Atlantic Show attracts big crowd, new ideas
- Federal court alters teletext decision
- New measurement service set for cable

CableVision

The news and features weekly of the cable television industry November 8, 1982 $3.00

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'Likely Stories':
A made-for-pay hit

CableVision

November 8, 1982. Volume 8, Number 10

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Pioneer Spirit!

Cable week

California will open its doors and let in the flood of industry participants in a dual meet situation of the National Cable Programming Conference and the Western Show designed to highlight the best of cable. **Page 49.**

Atlantic expectations

The first ever Atlantic Show held in Atlantic City, N.J., exceeded expectations by drawing more than 1,700 participants. Those who attended gave the event high marks. **Leading the week, pages 13-24.**

Teletext clarification

The 7th U.S. Circuit Court of Appeals altered a previous decision in the United Video-WGN dispute, alleviating worries about making channel space available for program-related teletext. **Leading the week, pages 13-24.**

Compensation shift

ESPN executives have made it official. The all-sports channel no longer will provide affiliate compensation. **Leading the week, pages 13-24.**

Cable employment

The FCC released 1981 cable industy employment figures that showed more than 51,000 people working in the industry. Those same statistics predict that some 65,000 people will be working in cable by the end of 1982. **Leading the week, pages 13-24.**

New count

The Audit Bureau of Circulation announced last week that it will offer a new service to measure cable network audiences. **Leading the week, pages 13-24.**

Amending censorship

Panelists discussing censorship of cable television expressed divergent views at the Atlantic Show on how the First Amendment affects transmission of sexually provocative programming. **Page 29.**

Kovacs embraced

John Barbour's tribute to the late Ernie Kovacs suffered a dismaying round of broadcast and cable rejection before finding its current home at Showtime. **Page 29.**

Relating the package

Good consumer relations and proper channel utilization can help boost cable system profits, according to panelists at the Atlantic Show. **Page 35.**

Comband unveiling

General Electric has announced its Comband system, a process through which cable operators can increase up to twice the number of cable TV channels they can transmit over existing cable systems. **Page 35.**

First Amendment stand

Sen. Bob Packwood recently took his proposal for an extension of First Amendment rights to the electronic media before C-SPAN viewers and received interesting and mixed reactions. **Page 131.**

Maryland appeal

Maryland last week filed a notice of appeal in the massive AT&T antitrust suit—a move that has the potential to delay implementation of the divestiture proposal filed in the case last January. **Page 131.**

About the cover

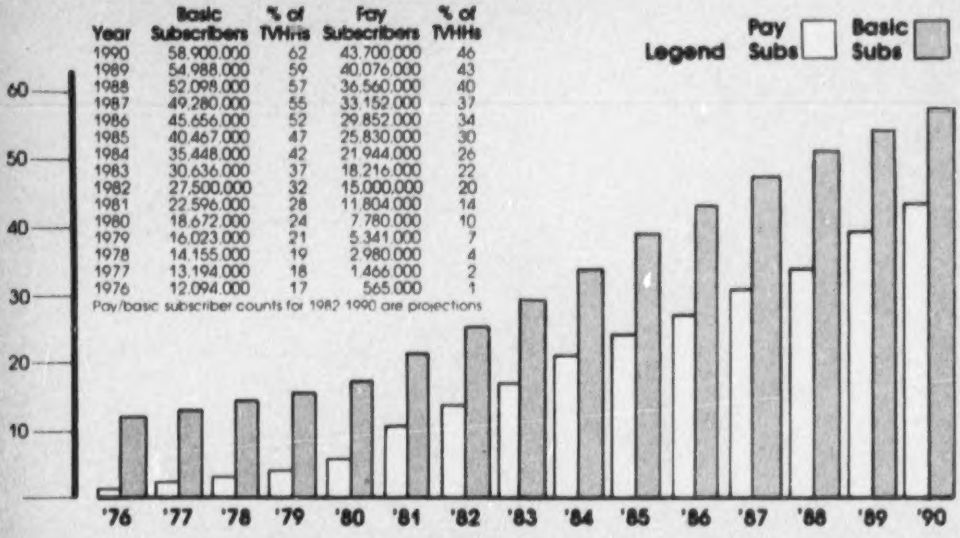
Christie Hefner was photographed at the Denver offices of Daniels & Associates by *CableVision* Photo Editor Rob Stuehrk.

This week in PLUS

There's plenty of opportunity but not yet much money in producing shows for cable television. It's a tough market to crack, as Jonathon Dana and David Jablin discovered when they tried to get *Likely Stories* on the air. With an oil baron's talent for dealmaking and a willingness to wear silly hats at a national convention, they turned the dream into a made-for-pay success story. . . . Christie Hefner, who, as the recently named president of Playboy Enterprises, is in charge of "recreating" the company, talks about women, her dad and a new look for the Playboy Channel. **Pages 67-90.**

Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27,500,000	32	15,000,000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982 1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N,S,E,W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	five systems-OP
13.	Minneapolis/ St. Paul	FG/BP
14.	St. Louis	FP
15.	Seattle/Tacoma	City is divided into five parts (3 OP, I-FG, 1-BP); Tacoma-OP.
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	FP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	Two systems OP
22.	Sacramento/ Stockton	FG/OP
23.	San Diego	OP
24.	Portland	Three systems OP
25.	Kansas City	OP
26.	Hartford/ New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FG
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	Two systems-OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	OP
37.	Greenville/Asheville/Spartansburg	Three systems-OP
38.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39.	Oklahoma City	Two systems-OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Wilkes Barre/ Scranton	Two systems-OP
49.	Albany/Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend
OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Franchising calendar

This chart examines the franchise status of communities during the third quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82.

California
Beaumont—award to Field Cablevision 8/82 (3,200 homes)
Bellflower—award not expected until December
Davis—Davis Cable Cooperative to submit proposal by 10/29/82
East San Fernando Valley—DOT recommended top-ranked Valley Cable. award expected 1/83.
East Yolo—developing RFP; expect to issue by 12/82.
El Monte—final agreement signed with Group W 9/14/82
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite
Hawthorne-awarded to Group W
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes)
Lakewood—Tribune Co. selected by city council; final award expected by 11/82 (26,000 homes).
Lomita—recommendation expected 11/82
Los Altos—feasibility study under way; report due 11/82
Los Angeles, South Central Region—pending
Palo Alto—city council voted to allow private companies to bid on franchise. RFP expected 11/82 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes)
San Buenaventura—beginning to study feasibility
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder)
South Monrovia—two bidders: Group W, Falcon Cable (5,000 homes)
South Whittier—United cable recommended; award expected 1/83 (1,700 homes)
Sunnyvale—city council opened bidding for refranchising to all interested companies; franchise currently held by Sunnyvale Cable TV.
Tulare—award to Scripps Howard (80%) and Mickelson Media (20%)

Colorado
Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Northglenn—American Television and Communications sole bidder 9/82
Platteville—three applicants; award expected 11/82
Wheat Ridge—voters approved franchise award to ATC 6/23

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC

District of Columbia
District council approved cable bills; RFP to be released spring 1983

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes)
Plantation—award to Planned Cable Systems Co. for western area of city
Tampa—negotiating with Tribune Cable Co.; final agreement expected 11/82 (114,000 homes)

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Alsip—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82
Bensenville—final negotiations with Continental in progress
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—negotiating with Calbevision of Chicago
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—reviewing applicants; award expected 11/82
LaGrange, LaGrange Park, Indian Head Park, Riverside—final negotiations with Centel in progress.
Lincolnwood—final negotiations under way with Cablevision of Chicago
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision
Naperville—two proposals under consideration; final draft proposals due 11/19/82; award expected 12/16/82.
Northbrook—negotiating with Cablenet Inc.
Richton Park—award to Centel; 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise
South Holland—pending.
Wentzville—surveying residents' interest in cable.
Westmont—award expected 11/11/82; three finalists: Centel, Continental Cablevision and Multimedia.
Winnetka—considering municicpally operated system.
Wood Dale, Itasca, Bloomingdale, Roselle, Carol Stream (unic. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards, 10/82 (27,000 homes).

Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance; five applicants.
Indianapolis—recommendations to city/county council expected by 10/82 on whether additional franchises should be awarded to compete with two existing systems.
Lyons—award to Quality CATV.
Munster—negotiations under way with US Cable; agreement expected by 12/82
Roachdale—award to Quality CATV.

Maryland
Baltimore—RFP issued 7/21/82; proposals due 11/17/82; tentative award date 2/9/82
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes)

Massachusetts
Abington—pending
Acton—awarded to Adams-Russell 9/82 (6,400 homes).
Ayer—pending
Bedford—award to Adams-Russell (3,813 homes).
Bourne—pending
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes)
Bridgewater—pending.
Cohasset—pending.
Danvers—award to Rollins Cablevision of Massachusetts
Dedham—awarded to Bay Cable Affiliates 8/82.
Hingham—pending.
Holbrook—pending.
Holliston—pending.
Hopedale—awarded to South Massachusetts Cable (Aldo Group) 7/19/82
Hull—award expected 12/8/82
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV
Medway—awarded to Cablevision Industries 6/7/82
Merrimac—pending
Nahant—pending
Needham—awarded to Continental 7/82 (8,000 homes)
Northborough—pending
Norwell—award expected 2/83
Rockland—award expected 12/82
Scituate—awarded to American Cablesystems 9/82
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes)
Stoughton—pending
Walpole—pending
Waltham—pending
Wellesley—pending
Westborough—pending
West Newbury—awarded to American Cablesystems (1,000 homes)
Whitman—pending (3,500 homes)

Michigan
Detroit—RFP issued; proposals due 12/10/82; 471,000 homes
Marquette—Marquette Cablevision selected by City Council; final award expected 11/8/82 (7,000 homes)
Romeo—award expected by 11/1/82

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—RFP issued, no bids received; expect to reissue RFP by 12/82
Burnsville—drafting RFP in conjunction with Eagan; expect to issue 10/82
Chanhassen—assessment not yet complete (2,285 homes)
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes)
Eagan—see Burnsville
Forest Lake, New Scandia, Columbia—sole bid submitted by Combined Cable; decision expected by 11/82
Hastings, Marshan—preliminary approval to Hastings Cable TV (Telephone and Data Systems Inc.)
Kasson—award to Group W
Marshan—preliminary approval to Hastings Cable TV.
Minneapolis—Rogers/Storer arrangement approved and in final negotiations.
Minnetrista, Spring Park, St. Bonifacius—working on needs assessment
Mound—issued RFP 8/30/83 (3,600 homes)
Northfield City and Township—awarded to Zylstra/United (50/50); awaiting city council action
Olivia—award to North America Communications Corp.
Owatonna—pending
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatona, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—negotiating with Combined Cable (sole bidder); decision expected 11/82
Prior Lake—RFP issued 9/13/82, proposals due 11/29/82
Ramsey/Washington County—Group W Cable was sole bidder 7/82
St. Paul—RFP expected 11/82
Savage—assessment not yet complete (1,272 homes)
Shakopee—awarded to Zylstra/United (50/50) 9/10/82
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—issued RFP, proposals due 12/82
Wayzata—issued RFP; 1,800 homes
West St. Paul (North Dakota County Cable Service Territory)—preparing RFP (31,000 homes)
Windom—beginning to study feasibility (1,600 homes)

Missouri
Arnold—US Cable franchise agreement pending, city considering non-exclusive franchises
Herculaneum—award to U.S. Cable
Pevely—award to U.S. Cable
St. Louis—Melbar Corp. (owned 80% by TCI) recommended to board of alderman for final approval 8/12/82
Vandalia—city reviewing proposals; award date indefinate

New Hampshire
Hampstead—tentative award to Commonwealth Cable; negotiations being finalized
Kingston—six proposals submitted; award expected 11/3/82
Londonderry—awarded to Harron Communications 8/82
Plaistow—award to Rockingham County Cablevision Inc. 10/18/82

New Jersey
Jersey City—new RFP to be issued pending lifting of court-ordered stay
Paterson—PUC decision expected by 10/31/82
Princeton—franchise award to Home Link (Dow Jones) approved by PUC 9/82
Upper Deerfield, Cumberland City—three applications received: Clover Cable Television, Cumberland County Cable and Group W/Cablentertainment. Award expected 10/28/82

New York
Harrison—award to Adams-Russell
New York City—borough negotiations still in progress
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries

North Carolina
Bethel, Robersonville—accepting bids; award expected 11/82
Davie County—portion of county awarded to Summit Cable Inc. 6/82; two proposals submitted for remaining portion of county; award expected 12/82

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes)
Brooklyn—municipal ownership under consideration, no timetable set for decision
Cleveland—pending
Garfield Heights—RFP to be issued by 11/82 (12,000 homes)
Middleburg Heights—process halted pending settlement of legal challenges and lifting of court-ordered stay
Moreland Hills—award to Viacom
Newtown—award to Warner Amex 6/82
Whitehouse—award to Community Cable TV Inc.

Oregon
McMinnville—negotiating with Liberty Communications Inc.; award expected by 11/1/82
Milwaukie—pending
Sylvan, West Hills, Dunthrope—task force formed to prepare RFP, review bids; recommendations expected by 2/1/83

Pennsylvania
Philadelphia—RFP issued; proposals due 12/22/82 (135,000 homes in each of four franchise areas)

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—all action suspended due to pending lawsuit

Texas
Azle—pending
Plano—five responses received by city: Group W, Storer, TeleCable, Prestige Cable and Prime Cable (received late); city reviewing responses (25,000 homes).
Richardson—proposals due 10/15/82

Virginia
Dinwiddie County—RFP issued, no proposals received
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes)
Goochland County—sole proposal rejected; no new proposals received
York County—award to Continental Cablevision

Washington
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications; final negotiations underway.
Seattle, Central District—City Council voted 8-0 to approve award to Seattle Community Cablevision; hearing examiner reviewing bid; final action expected by 12/20/82.

Wisconsin
Hales Corner—city board approved ownership transfer (80%) from ATC to Viacom 8/10/82.
Kenosha—two applications received: U.S. Cable and Total TV. Award expected 12/82.
Milwaukee—final franchise agreement with Warner Amex under negotiation.

- HBO observing landmark tenth anniversary
- Times Mirror brings its own style to cable
- Daytime, ARTS merger on the drawing board
- Industry perks up election on coverage, results

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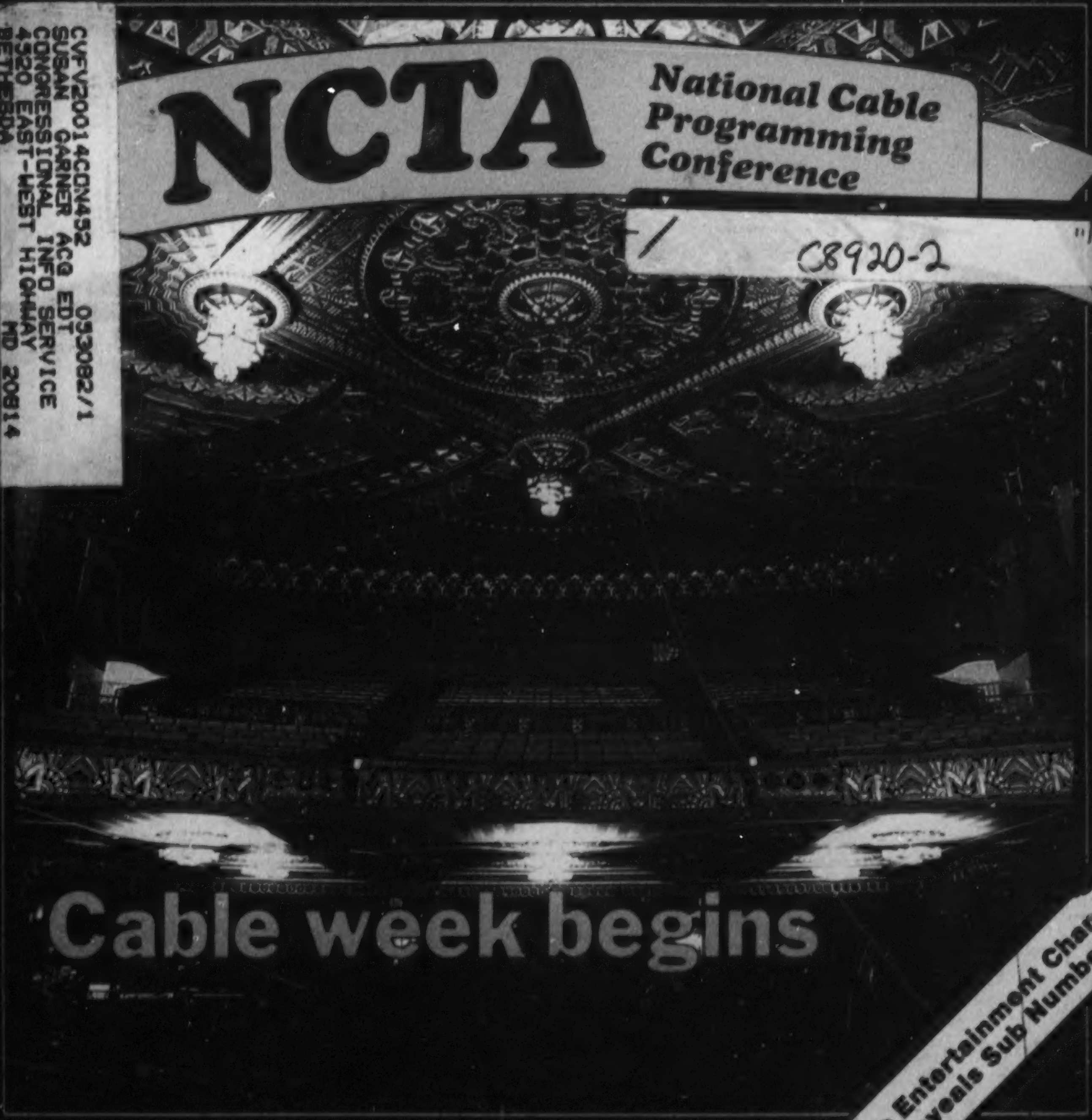

NCTA National Cable Programming Conference

C8920-2 11/12/82

Cable week begins

The Entertainment Channel Reveals Sub Numbers

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TIMES MIRROR
CABLE TELEVISION

Times Mirror

Its new headquarters in Irvine, Calif., reflect Times Mirror's conservative management and disdain for Hollywood-style self-aggrandizement. **Page 83.**

Merger signaled

Daytime and ARTS merge into a single network on a single transponder early next year, with an expansion of Daytime's programming hours into early evenings and weekends. **Leading the week, pages 13-20.**

Programming conference

Some 2,000 operators and programming executives are expected to gather in Los Angeles this weekend for act one of California's "cable week"—the NCTA Programming Conference. **Leading the week, pages 13-20.**

Battle guides

TV Guide and *Premium Channels,* anticipating Time Inc.'s new cable guide, offer choices to operators in search of a cable-guide alternative. **Leading the week, pages 13-20.**

Election coverage

National and local cable programmers offered varied coverage—in some cases topping other local media—of elections just as significant and interesting as the coverage. **Leading the week, pages 13-20.**

Teletext extension

The Tribune Co., UPI and CBS lend their substantial resources to teletext ventures, a growing sector of the cable programming industry. **Leading the week, pages 13-20.**

Tenth anniversary

HBO, which started on Nov. 8, 1972, was the first pay cable service to go satellite and the first to turn a profit. Now, after a decade of innovation, Time Inc. sees its offspring maturing. **Page 27.**

Playboy Channel debut

Formerly Escapade, the channel will feature at least eight new programs with "sophistication and style" in serious and playful looks at adult foibles. **Page 34.**

The Who

Rock and roll's second pay-per-view event—The Who's final concert of their last tour—is expected to make a big splash. **Page 34.**

Technology litigation

Bell Labs, Western Electric suit alleges General Instrument received and exploited proprietary videotex system technology. General Instrument denies wrongdoing. **Page 41.**

Legal tightrope

Cable operators are studying leased access as a revenue-raiser but at least one Washington, D.C., attorney is alerting them to common-carrier troubles. **Page 107.**

Security help

Glendale, Calif., manufacturer offers lightweight, self-powered cable adaption of telco-delivered security systems. **Page 109.**

About the cover

Beverly Theater in Los Angeles is the site of ACE Awards ceremony, the finale to NCTA's Programming Conference.

This week in PLUS

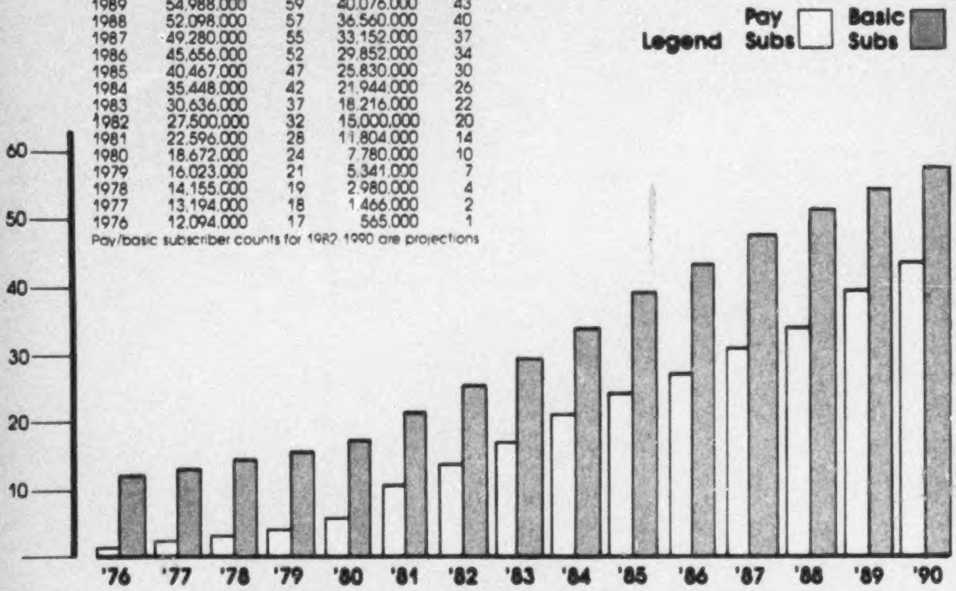
The Entertainment Channel, although launched at a bad financial time, is gaining momentum. By mid-November, it expects its subscriber count to reach 45,000. How did it succeed and what does the company see for the future? Jean Grillo examines TEC's history and operator reactions . . . Next, *Plus* looks at cable audio. Yes, you can already get FM for free but cable may give you a good reason to change your mind. With FM cable hookups, operators can turn cable audio into a source of revenue and high-quality music transmission instead of just background for alphanumeric channels. Transmission of classical and jazz stations, satellite programming stations and simulcasting of musically oriented cable programs all become possible. Cable audio may prove to be a good way to turn weary FM listeners into cable subscribers. **Pages 57-82.**

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Cable penetration in top 25 TV markets

Rank	Market	Cable subscribers
1.	New York City	2,618,719
2.	Los Angeles	725,807
3.	Chicago	275,094
4.	Philadelphia	773,525
5.	San Francisco	726,060
6.	Boston	409,520
7.	Detroit	205,422
8.	Washington, D.C.	188,872
9.	Cleveland	291,285
10.	Dallas/Fort Worth	234,495
11.	Houston	363,981
12.	Pittsburgh	444,168
13.	Miami	305,654
14.	Seattle/Tacoma	425,659
15.	Minneapolis/St. Paul	85,251
16.	Atlanta	237,698
17.	St. Louis	168,835
18.	Tampa/St. Petersburg	265,048
19.	Denver	161,465
20.	Baltimore	108,150
21.	Sacramento/Stockton	222,954
22.	Indianapolis	204,599
23.	Portland	172,694
24.	Phoenix	97,713
25.	Hartford/New Haven	354,373

Note: Cable penetration within 50-mile radius of market city; sub totals are as of 10/82

Corrections and clarifications

The Entertainment Channel is a satellite-fed pay programming service, not basic, as was listed in "Cable stats" 11/1/82. Financial News Network reports a subscriber count of 5,236,524. This number represents households able to receive the service.

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs	
1.	Tele-Communications Inc.[1]	2,200,000	
2.	American Television and Communications	2,005,000	(10/82)
3.	Group W Cable	1,759,921	
4.	Cox Cable Communications	1,227,543	
5.	Storer Cable Communications	1,085,478	
6.	Warner Amex Cable Communications	1,000,000	
7.	Times Mirror	715,754	(7/82)
8.	Newhouse Broadcasting[2]	661,712	
9.	Rogers-UA Cablesystems	661,509	
10.	Viacom Cablevision[3]	568,971	(7/82)
11.	Continental Cablevision	532,000	
12.	United Cable Television Corp.	504,324	
13.	Sammons Communications	503,794	
14.	TeleCable Corp.	354,500	
15.	Capitol Cities Cable	308,358	
16.	General Electric Cable	300,000	
17.	Cablevision Systems Development	264,000	
18.	Heritage Communications	257,964	
19.	Comcast Corp.	249,834	(7/82)
20.	Liberty Communications	233,000	(6/82)
21.	Wometco Communications	215,818	
22.	Tele-Media Corp.	207,800	
23.	TCA Group	206,500	
24.	Service Electric Cable TV	189,500	
25.	Multimedia Cablevision[4]	184,898	
26.	Maclean Hunter	181,002	
27.	Jones Intercable	178,695	
28.	Daniels & Associates	178,100	
29.	Century Communications	170,000	
30.	Colony Communications	168,169	(7/82)
31.	Western Communications	151,200	
32.	Prime Cable	145,000	
33.	Centel Cable Television	137,438	(5/82)
34.	Harris Cable Corp.	122,500	
35.	Rollins Cable Vue	119,600	
36.	Tribune Cable Communications	117,000	
37.	Midwest Video	114,615	(12/81)
38.	Communications Service Inc.	110,000	(8/81)
39.	Harron Communications	102,341	
40.	McCaw Communications	101,855	
41.	Cable Vision Industries	95,645	
42.	Buckeye Cablevision	93,113	
43.	Communications Systems Inc.	90,741	
44.	Sutton Capital Group[5]	90,008	
45.	Midcontinent Cable Systems[6]	87,144	
46.	Armstrong Utilities	85,966	
47.	Adams-Russell	85,000	
48.	Cable America	84,600	
49.	McDonald Group	79,444	
50.	Southmedia	78,668	
51.	Cablentertainment	78,582	
52.	Omni Cable TV	78,099	
53.	Buford Television	76,653	
54.	Multi-Channel TV Cable Co.	75,400	
55.	Televents	73,532	
56.	King Videocable Co.	72,859	
57.	Alda Group	71,446	
58.	The Essex Group	70,298	
59.	American Cablesystems Corp.	67,658	
60.	Summit Communications	67,245	
61.	Perry Cable TV Corp.	66,536	
62.	Palmer Communications	65,939	
63.	WEHCO Video	62,554	
64.	National Telecommunications Co.	62,125	
65.	Omega Communications	60,000	
66.	Coaxial Communications	60,000	
67.	Ultracom Inc.	59,189	(10/82)
68.	Acton Corp.	57,688	
69.	Booth Communications	56,112	
70.	US Cable Corp.	55,273	
71.	Pencor Services Inc.	55,102	
72.	Harte-Hanks Communications	53,000	(6/82)
73.	Consolidated Cable Systems	51,900	
74.	Marsh Media	50,808	
75.	Falcon Communications	50,000	
76.	Total TV Inc.	48,188	
77.	Clear TV Cable Corp.	46,065	
78.	The Daily Press	46,000	
79.	Adelphia Communications	44,331	
80.	Sonic Cable TV	43,995	
81.	Lenfest Group	42,552	
82.	Greater Media	42,000	
83.	Susquehanna Broadcasting	40,500	
84.	NorCal Cablevision (McClatchy-Viacom)	40,457	
85.	Selkirk Communications	39,380	(10/82)
86.	American Cable Television Inc. (Phoenix, Ariz.)	37,089	
87.	Joseph S. Gans	33,300	(3/82)
88.	Cable Holdings Inc.	30,000	
89.	Columbia Communications	28,586	
90.	Hellicon Corp.	28,200	
91.	United Video Management	28,000	
92.	Mid America Media	27,760	
93.	The LBJ Co.	26,717	
94.	Cable Communications of Iowa	26,483	
95.	National CableSystems Inc.	25,600	
96.	United Broadcasting	25,440	
97.	Matrix Enterprises	25,251	
98.	Mickelson Media	25,144	
99.	Combined Cable Communications	25,072	
100.	MultiVision Group	24,694	

[1] Number is a company estimate; the last official subscriber count is as of 12/81.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes 40% ownership in NorCal Cablevision.
[4] Includes Tar River Communications.
[5] Includes systems owned and with controlling interest.
[6] Includes owned and partially owned systems.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1.	San Diego, Calif.	Cox Cable	218,902	(6/82)
2.	Oyster Bay (Long Island), N.Y.	Cablevision Systems	169,448	
3.	Manhattan, N.Y.	ATC	159,225	(6/82)
4.	West Orange, N.J.	MacLean Hunter	140,907	
5.	Santa Monica (L.A. area), Calif.	Theta Cable	129,807	
6.	San Antonio, Texas	Rogers-UA	128,255	
7.	Wayne, N.J.	Rogers-UA Cable	109,900	
8.	Tulsa, Okla.	United Cable	101,272	
9.	Audubon, N.J.	NYT Cable	94,777	
10.	Erie County, N.Y.	Prime Cable	96,000	
11.	San Jose, Calif.	Gill Industries	91,954	
12.	Tidewater, Va.	Cox Cable	86,973	
13.	Austin, Texas	ATC	83,500	(6/82)
14.	Central Islip, N.Y.	Viacom	82,603	
15.	Orlando, Fla.	ATC	80,450	(6/82)
16.	Seattle, Wash.	Group W Cable	77,840	
17.	Jefferson Parish/Kenner, La.	Cox Cable	75,991	
18.	Manhattan, N.Y.	Group W	75,000	
19.	Toledo, Ohio	Buckeye Cablevision	74,628	
20.	Honolulu, Hawaii	ATC	71,000	(6/82)
21.	Grand Rapids, Mich.	General Electric	70,725	
22.	Wilmington, Del.	Rollins Cable	70,456	
23.	Houston, Texas	Gulf Coast Cable	70,406	
24.	Memphis, Tenn.	ATC	65,550	(6/82)
25.	Jacksonville, Fla.	ATC	65,100	
26.	Baton Rouge, La.	Daniels	63,500	
27.	San Francisco, Calif.	Viacom	62,137	(5/82)
28.	San Diego, Calif.	ATC	61,575	(6/82)
29.	Columbus, Ohio	Warner Amex	60,000	
30.	Flint, Mich.	Comcast	59,929	
31.	Wichita, Kan.	Multimedia Cable	59,710	(6/82)
32.	Baltimore County, Md.	Caltec Cable	59,517	
33.	Monterey, Calif.	Western	58,000	
34.	Santa Barbara, Calif.	Cox Cable	57,680	
35.	Buffalo, N.Y.	Minneapolis Star	57,629	
36.	Henrico County/Richmond, Va.	Continental	56,000	(5/82)
37.	Allentown, Pa.	Twin County	55,000	
38.	Suburban Rochester, N.Y.	People's Cable	54,841	
39.	Melbourne, Fla.	ATC	53,925	(6/82)
40.	Greater San Juan, Puerto Rico	Harris Cable	53,333	
41.	El Paso, Texas	Group W Cable	52,319	
42.	Harrisburg, Pa.	Sammons	52,066	
43.	Snohomish County, Wash.	Viacom	51,444	
44.	Binghamton, N.Y.	NewChannels	51,126	
45.	Louisville, Ky.	Times Mirror	50,412	
46.	Seattle, Wash.	Viacom	49,647	
47.	Pompano Beach, Fla.	American Cable TV	49,257	
48.	Boston Complex, Mass.	Warner Amex	49,200	
49.	Dade/Broward counties, Fla.	Storer	48,723	
50.	Columbus, Ohio	Coaxial Comm.	48,498	
51.	Sarasota, Fla.	Storer Cable	48,013	
52.	Des Moines, Iowa	Heritage	47,392	
53.	Englewood, Colo.	United Cable	47,592	
54.	West Haven, Conn.	Storer	46,657	
55.	Canton, Ohio	Warner Amex	47,200	
56.	Reading, Pa.	ATC	47,000	(6/82)
57.	Charleston, S.C.	Storer	46,877	
58.	Shreveport, La.	ATC	46,500	
59.	Hartford/Meriden, Conn.	Times Mirror	46,430	
60.	Peoria, Ill.	General Electric	46,000	
61.	San Rafael/Marin, Calif.	Vaicom	45,854	
62.	San Diego County, Calif.	Times Mirror	45,763	
63.	Charlotte, N.C.	ATC	45,700	(6/82)
64.	Akron, Ohio	Warner Amex	44,400	
65.	Jackson, Miss.	ATC	44,050	(6/82)
66.	Eugene, Ore.	Group W Cable	43,851	
67.	NW Houston, Texas	Warner Amex	43,700	
68.	Albany, N.Y.	ATC	43,375	(6/82)
69.	New Britain, Conn.	United	42,923	
70.	Spokane, Wash.	Cox Cable	42,300	
71.	Scranton, Pa.	Verto Cable TV	41,815	
72.	Birmingham, Ala.	ATC	41,400	(6/82)
73.	Moline/Quint Cities, Ill.	Cox Cable	41,106	
74.	Bridgeport, Conn.	Alda Group	41,100	
75.	Concord, Calif.	Western	40,900	
76.	Bakersfield/Kern Co., Calif.	Warner Amex	40,116	
77.	Branford, Conn.	Rollins Cable	40,000	
78.	Lincoln, Neb.	MetroVision	39,868	
79.	Brookhaven, N.Y.	Rogers-UA Cable	39,645	(4/82)
80.	Lansing, Mich.	Continental	39,500	
81.	Port Arthur, Texas	Liberty	39,314	
82.	Overland Park, Kan.	TeleCable Corp.	39,200	(5/82)
83.	Albuquerque, N.M.	Tribune Cable	39,113	
84.	Kansas City, Mo.	ATC	39,025	
85.	St. Petersburg, Fla.	Group W Cable	38,593	
86.	West Palm Beach, Fla.	Group W Cable	38,199	
87.	Cleveland, Ohio	Viacom	37,903	
88.	Winston-Salem, N.C.	Summit Commun.	37,819	
89.	Deerfield, N.Y.	Harron Commun.	37,577	
90.	Fayetteville, N.C.	ATC	37,525	(6/82)
91.	Honolulu, Hawaii	TV Systems Inc.	37,500	
92.	Springfield, Ill.	Times Mirror	37,303	
93.	Dover, N.J.	Sammons	37,200	
94.	Beacon, N.Y.	Colony Commun.	36,112	
95.	Cleveland, Ohio	Cox Cable	35,756	
96.	South Bend, Ind.	Buford	35,552	
97.	Atlanta, Ga.	Cable America	35,500	
98.	Colorado Springs, Colo.	ATC	35,175	
99.	Pensacola, Fla.	Cox Cable	35,077	
100.	Palm Desert, Calif.	Palmer Commun.	35,000	

Note: Subscriber counts for MSOs and systems are as of 9/82 unless noted otherwise.

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CableVision

The news and features weekly of the [illegible]

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Pioneer Spirit!

Cable follies

What many assumed would be a harmless amateur theatrical at the Plaza Grand Ballroom in New York City was later applauded as a polished musical production satirizing the cable industry. *CableVision* provides a photo and lyric sampler of the production. **Page 197.**

Western Show

More than 12,000 people are expected to attend the 14th Western Show in Anaheim this week. Expected news highlights include The Disney Channel's programming plans, The Playboy Channel's launch and General Electric's Comband system. **Leading the week, pages 23-28.**

Telco repeal

The United States Independent Telephone Association filed a petition with the FCC urging a repeal of telco/cable cross-ownership restrictions. **Leading the week, pages 23-28.**

CRT update

With the filing of NCTA's petition to terminate the royalty fee adjustment proceedings, it is apparent the industry intends to fight the decision, even before it is published. **Leading the week, pages 23-28.**

Denver rewrite

Mile Hi Cablevision proposes a scaled-down cable system for Denver and postpones construction pending approval of its revised bid by City Council. **Leading the week, pages 23-28.**

Sophisticated reaction

The curtain's fallen on Broadway's first live pay-per-view presentation, but the critical analysis lingers. For the promoters, cable operators and picketing cast, the musical played to decidely mixed reviews. **Leading the week, pages 23-28.**

The power of a mouse

Mickey Mouse's charm, Disney's universal name recognition and vast promotional resources will be employed in marketing the 18-hour Disney Channel. **Page 31.**

Foreign product

David Lown's latest venture, Interprod, arranges coproduction agreements among European and North American producers—possibly a new profit opportunity for well-connected entrepreneurs. **Page 36.**

STV force

Cable operators achieved 5-15 percent penetration with *Star Wars*, indicating pay-per-view's strength by satellite. However, some operators have resisted Universal's initial guarantee clause—$6 per view with 30 percent penetration—for the troubled *Pirates of Penzance*. **Page 51.**

Country charm

The Nashville Network's down-home appeal appears to be winning the hearts of big-city media buyers—at $250-$300 per 30-second spot. **Page 65.**

Credible numbers

It is no final solution, but media buyers and cable operators say Audit Bureau verification of subscription numbers will improve cable's credibility. **Page 73.**

Second generation

Cable's second generation, born-and-raised cable, is just as innovative and dynamic as the industry's pioneers and reflects the industry's emerging maturity. **Page 80.**

Trailblazers

Innovators are breaking new trails in two-way interactive technology, video merchandising, advertising space sales, local origination, institutional networking, electronic publishing and security. **Page 100.**

Wiring the inner cities

Success and profit are not guaranteed in building cable's state-of-the-art urban systems. In fact, the task "borders on the impossible," at least one industry leader says. In this feature, *CableVision* looks at Nashville, Pittsburgh, Indianapolis, Portland, Dallas, Atlanta, Fort Worth, Omaha, New Orleans, Cincinnati and Denver. **Page 219.**

Jones milestone

Denver-based company surpassed the $100-million milestone via public offerings in the past decade. **Page 263.**

Regional focus: Western states

CableVision provides a directory of service and equipment companies headquartered in Arizona, California, Hawaii and Nevada. Also included is a state by state comparison of cable system activity in the region. **Page 263.**

Tracking chameleons

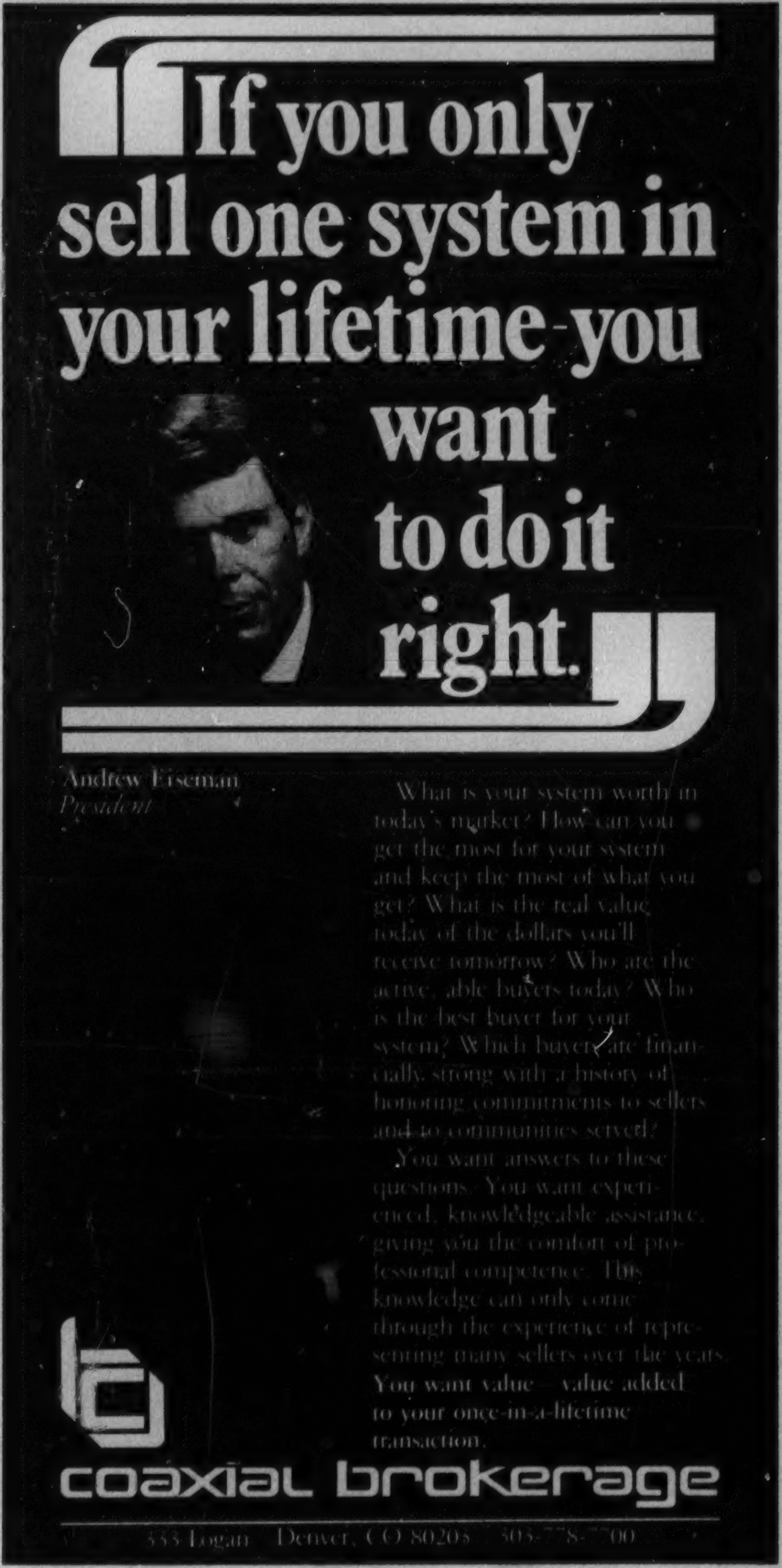
A New York-based consulting group's recently released study outlines confusing shifts in federal and state regulatory policies. **Page 303.**

California silver

California's subcommittees on cable television seek to balance industry growth with consumer needs. **Page 304.**

This week in PLUS

The more choices a customer has, the more chances he has to change his mind, and change his mind again. And while subscribers can be fast-talked into multipay packages fairly easily, they just as easily become disenchanted when they find exactly what they've bought and for how much. That's where churn comes in. It seems measuring churn is nearly impossible with so many levels of pay to track down. Nevertheless, the industry is nervously watching its numbers. Marketing, accounting and programming departments are all on the alert. Tune in for this year's episode of "As the subscriber churns." **Pages 173-196.**



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Staying afloat in a sea of churn: Just how bad is the storm?

By Jeri Baker

Want to see some scary numbers? National pay cable disconnects are currently 4.2 percent monthly, based on the weighted average of seven pay networks providing data to "CableVision" magazine.

At 4.2 percent, plus some fraction for networks not reporting, disconnects are running 10 million of the current annual 19-20 million tallied by the seven networks.

Ten million units lost means a drop of more than $1 billion in gross subscriber revenues.

To stave that off, the seven networks alone must sell more than 23 million pay units to match 1981's growth rate.

Want to know something else? All those numbers are misleading. With few exceptions, disconnect data is actually measuring churn, that baffling amalgam of connects, disconnects, reconnects, upgrades, downgrades and lateral moves.

For better or worse, however, the numbers serve as direction markers. And they reveal the reason that disconnects—unexamined and almost unexaminable—are a bigger issue than they have been in five years.

"It's probably not as bad as the raw arithmetic says," hazards HBO Executive Vice President Tony Cox. And he immediately adds the most soundly factual statement to emerge so far: "With multipay, nobody in this business knows what's going on."

Some outside the business think they do. Disconnects are now the stuff of a great public drama. Each one-point rise in the monthly rate would appear to signal another 190,000 subscribers gone and another $1.7 million lost.

Such figures mesmerize students of a slumping economy, particularly because they can be used to flesh out currently fashionable doubts about cable's health in the face of looming competition.

It was Tony Cox to whom an implacable *Forbes* magazine researcher was passed last summer. "What can I do to convince you we don't have a disconnect problem?" Cox finally asked. The answer, of course, was, "Show us your numbers." HBO wouldn't do that. And when it did it off the record for *CableVision*, it was clear that HBO probably would have had to qualify its data too much for *Forbes*. Unswayed, *Forbes* reported in its July issue, "For the last three months, HBO's disconnect rate has been running alarmingly above normal."

Leapfrogging that article were others in newspapers with national readership whose cable reporters clearly had accepted the going wisdom that subscriber losses are very high.

The truth is that the industry cannot prove it isn't in trouble with disconnects, however much the major networks genuinely may believe it's not. Just as the media watchers' microscope turned on it, cable lost its own ability to focus.

In the last several months, multipay has turned beleaguered programmers and operators into little better than pulsetakers.

As does virtually anything that has to do with churn, the readings of that pulse vary widely.

Disconnects are pay TV's offspring. Basic cable's utilitarian

Multipay's early marketing ploy—sell from the top down, get the consumer to buy the most expensive package—was just not calculated to weather a recession, many say in hindsight.

'No one has a fix on what an acceptable churn rate ought to be for multipay.'

Tony Cox,
executive vice president,
HBO

nature was altered permanently when premium channel subscriptions became a matter of buying, not buying and changing one's mind.

Now multipay has made pay subscriptions not only discretionary but downright luxurious. And it is multipay that turned disconnects into churn.

Its birth was ill-starred. Multipay found no complacent economy to support non-essential services. It found no universe of addressable converters to cope with switches among service options. It found no well-honed marketing and customer service strategies. It did not even find many clear distinctions among the program choices.

In some markets, not surprisingly, multipay whipped churn to a tidal wave. Reports came of disconnects over 100 percent and downgrades steep enough to wash away basic subscriptions with them.

The alarm quickly was trumpeted to Wall Street. Ellen Sachar, media specialist, took the pulse of the moment in a recent *Research Brief* from Goldman, Sachs. "In cable TV—once the darling and now the disappointment of media investors—speculation abounds over high disconnect rates... We think customer dissatisfaction is a more important cause than economic conditions alone. Subscribers do not mind paying for added home entertainment services, but they want some clear-cut product differentiation for their money... We expect this situation to settle out in coming months as more cable programming services are either discontinued or consolidated. In the meantime, we can only urge investors to wait patiently for earnings growth..."

By the time she wrote, it was becoming clear that cable stocks would be less than stellar performers in the fall resuscitation of the market. Drexel Burnham Lambert's John Reidy attributes the sluggishness to the psychological damage done by the trendy wisdom that cable's hold on subscribers is already slipping. "After all, MSOs profit by lower interest rates, too, so their stock should have surged along with the others. There's a credibility problem."

Hope and hokum

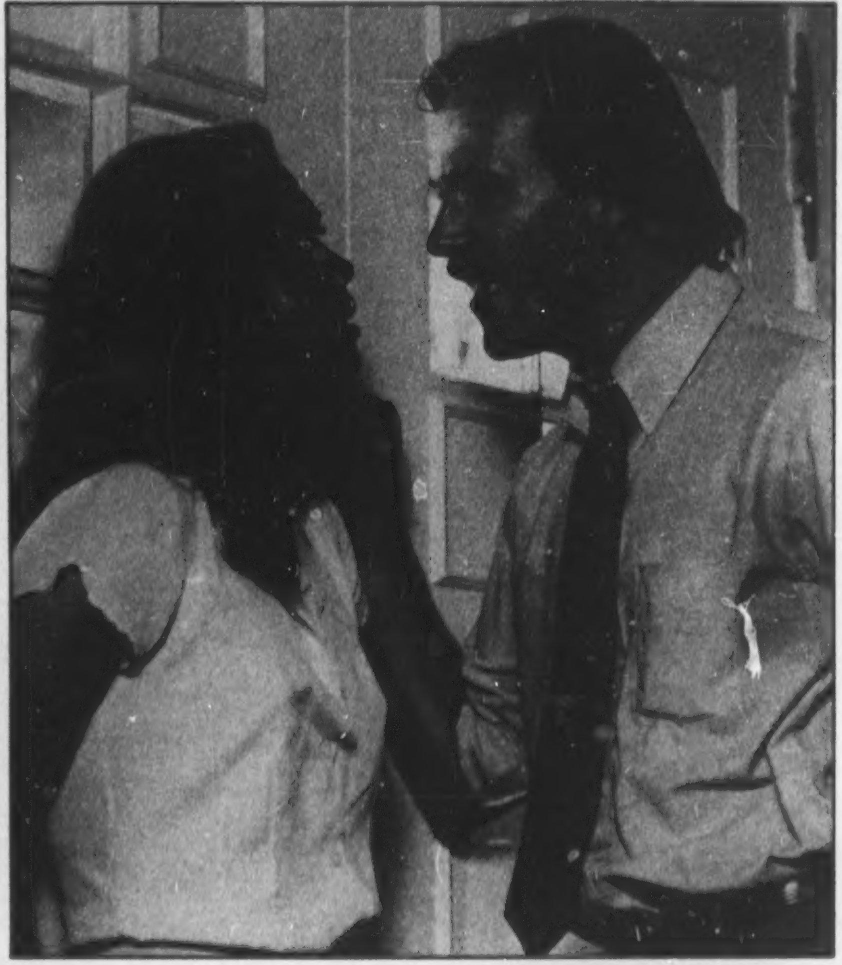
Program suppliers already know that. But they generally have dropped any illusions about what they can and can't know about the character of churn.

Since last spring, when

'There's not a lot of finger-pointing these days.'

Dick Beahrs,
vice president,
HBO

Pay services tend to run the big-name, non-exclusive films at the same time. When subscribers too often find movies like "Body Heat" on more than one of their pay services, they often downgrade to get what they want from one source.



Storer has found, to its dismay, that in its St. Louis addressable system, people will come on for a single movie and then drop off.

CableVision first began to prepare this article, the whole subject has gone through a distinct metamorphosis.

Then, a reporter was guided through thickets of data provided by pay network competitors claiming a firm fix on mulitpay subscriber retention. The guide who was talking was, by proprietary proof, the one least affected by churn.

It wasn't entirely the smoke of battle. There were numbers that could be marshalled to some effect. But now the traditionally embattled have withdrawn. Each has seen its sample date overturned by other samples. Each of the majors—HBO (for itself and Cinemax), Showtime and The Movie Channel—swears it has no "churn problem." But each approaches far more gingerly the attempt to prove it by subscriber data.

"There's not a lot of finger-pointing these days," mused HBO Vice President Dick Beahrs recently. "We all sat back and said, 'Hmm, we're in this together.'"

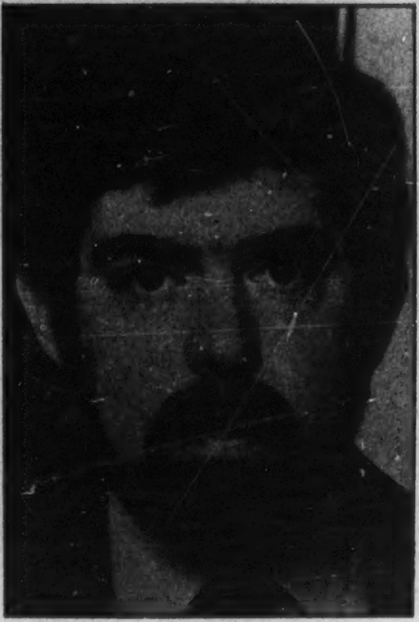
"I can't attack them. They can't attack me. How the hell can anybody else know my churn number if I don't know it?" demanded Marshall Cohen, WASEC's research vice president. Along with HBO's Cinemax, WASEC's The Movie Channel has borne the brunt of churn complaints. Cohen, perhaps somewhat to his initial disadvantage, brought to his cable post a background in national polling with Lou Harris. It has made him possibly the most scrupulous and certainly the most skeptical toward any of the purported churn data, including his own.

Now he's been joined by his peers in acknowledging that multipay simply has overwhelmed the ability of the industry to track it. The comparatively sophisticated CableData, billing vendor to systems serving some 12.5 million subscribers, freely admits it hasn't been able to capture the information needed.

Judging by the tone they use when they discuss it, program suppliers have only just begun to realize how distorted billing reports can be. As CableData President Ray Matteson describes it, if a subscriber cancels one component of Billing Code A—which is, say, a triple pay package of HBO, Showtime and TMC—all three networks register a disconnect. The subscriber is shifted to Billing Code B and the two services he kept show him as a new install. If he happens to upgrade from a dual to a triple pay package, the original two networks he subscribed to show disconnects and then, along with the third he's adding, a new install each. If he moves across the country—as census data suggests 75 percent of all movers do—and re-establishes with the same cable system the same quadruple pay service he had in his old house, all four networks show disconnects and new installs.

The impact of raw numbers on an MSO planning marketing strategy can be enormous. One company that manually picks apart the disconnect report revealed this sample:

A triple pay urban new-build of 50,000 to 100,000-subscriber size registers annualized average disconnects of 67 percent. Investigation found 33 percent of the 67 to be switches and over three-quarters of the switches to be upgrades or lateral moves. Real cancellation orders were



'We gather the data as best we can. As long as you do it consistently, you can keep an eye on trends.'

Marshall Cohen,
research vice president,
WASEC

actually less than 3 percent a month.

Cabledata's Matteson is unapologetic about the lag in billing capacity, though well aware the company has been used as whipping boy and scapegoat for months.

"The industry grew up with basic. Our software revolved around that world. Now practically every channel is a tier. Our clients understand this takes time. We have no churn among them." (The package required to track multipay exists in prototype, Matteson says, and is about to go into its first market.)

While the networks are genuine in their dismay about tracking that jumbles service switches with service disconnects, the confusion is opportune. They leapt on the overstated data as a convenient veil for a very real problem.

Indeed, billing's imprecision is churn's one truly precise element. The others are the far more elusive factors of marketing and programming missteps and, over all, the capriciousness of the multipay consumer.

Though Cable Data's Matteson finds it unlikely that clients would take the time and money to build an in-house multipay billing program, some MSOs have the computer capacity and personnel to separate disconnects from upgrades, downgrades and lateral moves.

From that data, from independent research, from flocks of auditors sending in field information and from what "we can plead and prod for every month," as Rick Howe, Showtime's marketing strategy chief, puts it, the programmers hazard their conclusions.

Both they and the operators admit they are tangled in a knot of local marketing, accounting and economic factors. So far, they have failed to turn up the statistical correlations between market configuration and subscriber behavior.

The major networks, however, say they trust they have enough information to be safe from surprises. "We gather the data as best we can. As long as you do it consistently, you can keep an eye on trends," says WASEC's Marshall Cohen.

Here, with all the caveats of all the gatherers, are the general multipay trends beginning to emerge:

- The more markets in which a pay service is the so-called foundation—because it is alone, or it is the oldest or it is proprietary to the operator or whatever—the lower its overall disconnect rate. Showtime, which lays claim to the most unambiguous numbers for itself and others, attributes the one-tenth of one point difference between its average roll-off and HBO's to HBO's more numerous single pay markets. (Just to keep the pot boiling, note that HBO says its single pay markets are under 50 percent and dropping; Showtime says HBO has two-thirds single pay markets to its own one-third.)
- The more pay options there are in a market, the more churn there will be (the consumer caprice effect).
- The harder the region has been hit by unemployment, the lower the disconnects (up to a point). But installs plummet much faster and the net result is negative.
- As discretionary income tightens, half the subscribers will decide their pay channels are luxuries and half will decide they are more economical than ever.

Culling culprits

Much of what has been deduced about real as opposed to paper churn looks to the economy for justification. Multipay's early marketing ploy—sell from the top down and get the consumer to buy the most expensive package—was just not calculated to weather a recession, many say in hindsight.

That makes Rod Warner mad. As Storer Cable's marketing vice president, where he was a very early multipay supporter, he campaigned tirelessly for top-down selling. Now an independent consultant, he says that is not the problem now any more than it was then. "Everybody found something to blame churn on: the economy. We never had a culprit before."

Multipay always would have had churn, he charges, because its cause is "inappropriate marketing upfront and lack of retention efforts."

When his former employer slashed by nearly half its anticipated cable profits of $29 million this year, the announcement spurred doubts about the multipay program Storer had relied on to carry heavy system construction costs. Along with the profits estimate, it also has recanted on multipay.

"We don't try to sell five (services) anymore," says marketer Susan Borch. "People are getting smarter."

Arno Mueller, Storer Cable president, wraps up the economy and programming, rather than marketing, as multipay's stumbling block. "The big justification to buy lots of pay tiers in the first place was convenience—the same movies at many different viewing times.

"Now the subscriber is deciding he can afford to be inconvenienced."

Charges Warner, "We go around blaming programmers when the problem is operational." Predicts Mueller, "The services aren't differentiated enough. Maybe when they are, that will prop up sales."

For many of its peers, Storer served as an object lesson in over-optimism about multipay penetration. Therefore, Mueller's analysis of past and present is notable. So is his obvious disagreement with the architect of the strategy.

Whatever puzzlement there may be about the details of churn, many system marketers and CEOs with whom we talked were concluding that four- and five-level multipay may be unsustainable. Opinions collided about the wisdom of offering them in order to encourage buyers to switch among them.

Do-it-yourself data

A *CableVision* researcher who contacted over a dozen of the top 20 MSOs, found only one making any allowance for switches among services in its disconnect data. The disconnect equations themselves differed enough among the companies to upset the accuracy of any national monthly average.

Cox Cable is among the handful of reliable trackers of churn. David [illegible] Valkenburg, executive vice president of operations, says "If the networks say they don't see a problem and they aren't worried, as they tell me they're not, I tell them they should be worried. A significant number of my subscribers are rejecting their services. We've never had a pool of rejections so big before. Then we have to go out and try to re-sell them. That's expensive. I'd say it costs us $30-40 to disconnect, re-market and re-install someone."

Viacom financial staffers (with more than a little help from President John Goddard, who has an Apple computer at home) came up with an eight-page multiple install input form for manually untangling churn components. Executive Vice President Ed Bennett puts the MSO's real disconnects up by 20 percent in the last six months, with pay losses 20-25 percent higher than basic.

The market-by-market data has turned up such local quirks between systems that were sold the same packages in the same way that analysts are now trying to segment neighborhoods in order to discover correlations.

As early HBO affiliates, both companies are veteran enough to consider churn, as Van Valkenberg does, as perhaps "some kind of phase." It was only five years ago that 98-100 percent of HBO's customers defected within 12 months. (Of that number, the network is only too sure. Single pay cancellations were easy for billing services to track.) There is some expectation that multipay will wobble and right itself in much the same way. "All we need is well-differentiated services," Van Valkenberg goes on. He's echoed by Chris Derick, president of Group W Cable who says, "We can certainly sell more than three distinct services and hold them."

ATC, which has been doing just that for four years, looks calmly down its multipay path and looks somewhat irritably at the ruts in others'. "Our early roll-off numbers were just what people are seeing now," says Chairman Tryg Myhren. "It's just a given that pay tiers will churn at a higher level. There are more absolute disconnects than before, sure. But on a percentage basis, no.

"It annoys me that people aren't doing a deeper study. I've talked to a lot of MSO chiefs and they're not complaining."

A lot of them are, of course, and loudly. ATC's experience is not entirely representative. It moved very slowly into multipay, limiting its services and its markets and waiting for addressability to be available to minimize the need for service calls.

It's precisely those operations costs that sting operators with more markets and more churn. Switches among service options, to a company that has many new-builds is an expensive headache. Acknowledges Group W's Derick, after calmly reducing the company's churn concerns to inconsequence, "Our time is coming." New construction and rebuilds will take more and more of the MSO's attention. Myhren is quick to attribute ATC's tranquility to its possession of a stable base of unruffled markets.

The Joys of churn

There are some. Instead of swallowing the costs of service

'The sift-and-settle approach reminds people there are layers they can remove. You're saying, "Take it off, take it off," and often they just take it all off.'

Rod Warner,
president,
The R Corporation

The disconnect dimension

In a pay universe this size, even tolerable disconnect levels can amount to staggering sums, when abstracted from annual growth rates. This exercise leaves out the added operations costs of service calls and remarketing.

19,587,000 pay units (seven networks)
x4.2% weighted average disconnects/mo.

822,654 disconnects/mo.
12 mos.

9,871,848 disconnects/yr.
x$113 (assuming $9.40* average pay rate)
$1,115,518,824 annual pay revenue loss

*CableVision estimate

Q.E.D.

If—the mightiest word in any consideration of churn—the pay networks do have the disconnect rates they think they do, here is what each is up against in simply holding even.

Network	Current subs	Avg. mo. disconnect	Monthly sub loss	Annual sub loss
HBO	11 million	3.9	429,000	5,148,000
Cinemax	2 million	5.5	110,000	1,320,000
Showtime	3.8 million	4.0	152,000	1,824,000
The Movie Channel	2.3 million	3.9	89,700	1,076,400
The Playboy Channel	288,000	7.5	21,600	259,200
Bravo	79,000	13	10,270	123,240
GalaVision	120,000	5.5	6,600	79,200
Spotlight	N.A.	N.A.	N.A.	N.A.
The Entertainment Channel	N.A.	N.A.	N.A.	N.A.

Networks were asked to give figures for as close to Nov. 22 as possible. They range from mid-October to mid-November and differ from *CableVision*'s "Cable stats," which are correct as of Sept. 30.

switches, many systems have instituted fees for them. It is, said one, "a tidy little business." Charges range from $5 on up.

"You have to accommodate the customer who wants to flip the pages of a video magazine. But you have to let him know there's a cost to it, too," says General Electric marketer Paul Schonewolf. With eight of his 13 markets addressable, switches are a matter of button-pushing. "For a 1.5 percent increase in churn," says Schonewolf of multipay's 5 percent versus single pay's 3.5 percent, "I'm making $5. We look at it as installation revenue in return for convenience churn."

Telecable Marketing Vice President Gordon Herring says he charges two or three times what GE does in his addressable multipay markets. "There's a processing charge, you have to change the guide, there's the personnel . . . I'd say it costs $8-10 dollars for a change of service, if you really allocate all the expense." But part of the pricing consideration for Telecable, apparently unlike GE, is to keep people from flitting back and forth among the services every month. "We want them to switch because we are seeing some softening even in the first level of pay. But we don't want them to keep doing it." A delicate maneuver, as Herring says. "There's not a whole lot of mad money around these days."

Storer, too, charges for conversions, though it has found with some dismay that in its St. Louis addressable system, people will come on for a single movie and drop off immediately. Initially, the charge for downgrades was over $20. Now when customers bring in their old converters, they pay $5; if a service person goes out, it's $10. Upgrades (for which some systems don't charge) are free if the buyer comes in, $5 if Storer sends someone on call.

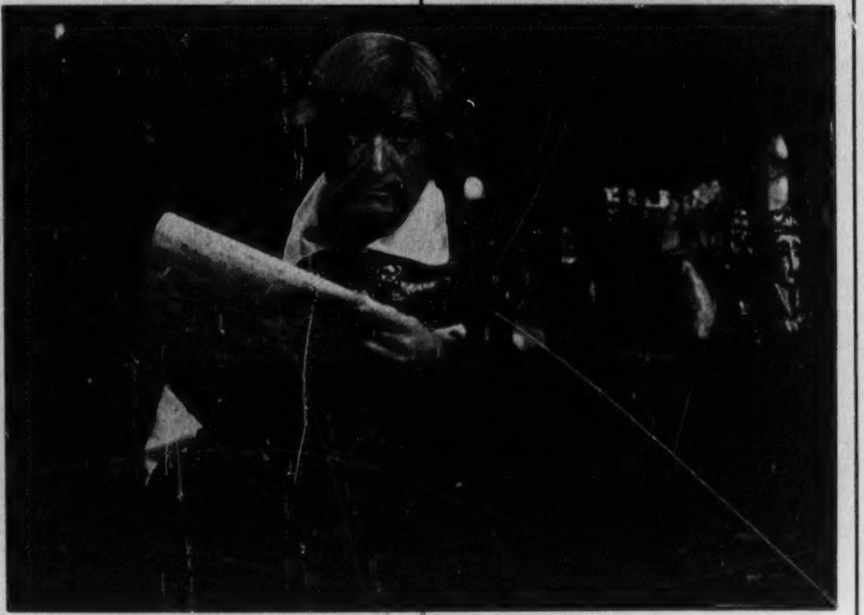
At least one program supplier also finds multipay buyers' tendency to flip services is to its advantage. The Entertainment Channel's Executive Vice President Jack Diller says, "If this were utopia and everyone were happy with what's offered, our niche wouldn't be there. But when a customer calls in dissatisfied, many operators have said they use The Entertainment Channel to offer something completely different."

Unlike any other service except Cinemax, the channel was designed for multipay. It is made, says Diller, to cope with "the more insidious type of churn." Some customers "buy a heckuva lot and intend to make a decision later, after they figure out what they've got." Worse, he feels, is the buyer who buys more intelligently, then finds the services don't match his standard of perceived value. "That's where we come in."

Importance of chemistry

Diller was aware he was on shaky ground with that one. Saying it will encourage upgrades rather than lateral switches, pay network marketers have been advising operators to join their services with some partners rather than others.

Much as King Arthur sensed unrest in his fabled kingdom, MSOs are becoming aware of shifting subscriber loyalty. Programming experiments such as HBO's "Camelot," The Playboy Channel's "American Gigolo" and The Movie Channel's ventures may help to gauge churn.



Diller hastened to add, "We don't want to be marketed in a way that disturbs customer satisfaction. If we just shift subscribers around, it doesn't do anything for the operator."

The precedent for suppliers giving operators advice about certain pairings started with Showtime's embrace of dual pay tiers. Its partner of choice, if it can be said to have had one, was HBO. "We, earlier than most, had to develop the reasons multipay worked," said Showtime President Mike Weinblatt. "It was a matter of survival."

HBO, of course, disagreed with Showtime's belief that the two services enhanced each other. Eventually, it made a similar argument for its Cinemax service, calling the siblings "the perfect double feature." Now, with dual pay developed into triple, quadruple and still more ambitious packages, competing services look to each others' strengths in ways that seem surprisingly generous.

But the point is to discourage packaging that permits multipay buyers to slide around between services easily. The networks risk disconnects, and the operators, as they are reminded by their suppliers, court multiple service calls and general disenchantment.

Showtime had come in for some HBO approval for its effort to differentiate with series, now about eight strong. "It speaks to retention. Everything we do is aimed at retention," says Weinblatt. "You have to identify who you are."

The Movie Channel, perceived by its competitors to have held itself out as an alternative, not a partner, for far too long, now gets nods of approval for its new packaging campaign.

WASEC calls it "multi-choice," a mixed media affair that aims at enhancing what leisure time customers have. To hear National Marketing Director Tom Freston talk about it, it is more an attempt to plump up basic cable penetration than to support the use of other pay services along with The Movie Channel. But to the rest of the pay community, it is testimony to a change of heart.

"The Movie Channel's positioning as a 'go-it-alone' alternative caused it acute problems last year," as HBO's Tony Cox saw it. "Cinemax, HBO and Showtime worked better as team players.

"The cable operator is much more concerned now about composite performance. If the consumer views a new service as an alternative, churn for the system rises, even if churn for the newcomer is low.

To HBO's Dick Beahrs, it all reflects "the importance of chemistry." But changes in the workshop have led to some unexpected explosions in the marketplace.

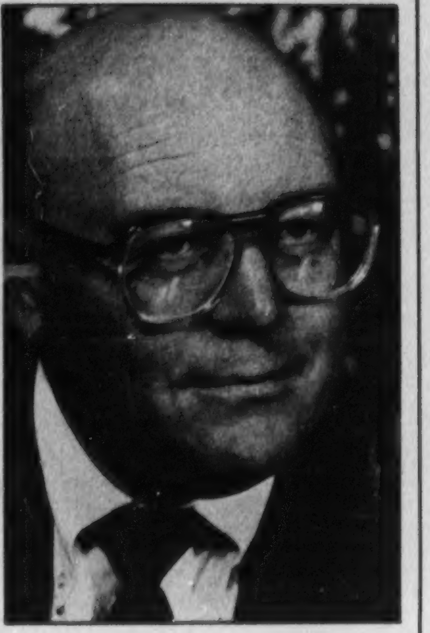
Shifting the balance

HBO recently abandoned its strategy of doling out big-name movies throughout the month. Because all the services had the titles that were non-exclusive at the same time, competitors (read: The Movie Channel) scored an easy *coup* by frontloading—running the attractive films early. HBO decided that many people were left thinking The Movie Channel was where they saw most of what they watched. Now HBO frontloads.

That's fine for HBO in markets that have more than two pay services, grumbles United Cable's Charles Townsend, marketing vice president. But in a United market that has only HBO and one other service, HBO is dropping subscribers. Other United markets will make pay options corroborate HBO's bet that if the ploy does indeed cause disconnects, it won't be from HBO. In the dual market, "with the even schedule, it meant the consumer had reason to watch both services," says Townsend. "He may not have been watching HBO as much, but he was happier."

The inadvertent local impact of a sensibly competitive national move demonstrates two things: One, the new team spirit among the services only goes so far. Two, more importantly, as the stakes get higher, operators and programmers are going to find new areas of disagreement.

Daniels & Associates is looking unhappily at an analysis of the correlation between foundation service prices and penetration of second and third pay tiers. If, as preliminary data suggests, multipay penetration goes down as the price of the foundation service goes up, the MSO sees its opportunity to sell multipay tiers declining. The foundation service may not really care whether more levels are sold, though spokesmen do seem to have widened their view, based on attitudes quoted above. As for the MSO, Jerry Maglio, marketing and programming executive vice



'Now the subscriber is deciding he can afford to be inconvenienced.'

Arno Mueller,
president,
Storer Cable

president, "resents anything intended to limit my business. The 'me first' position of every supplier has to stop."

The Playboy Channel, too, got caught briefly by a churn-induced programming shift. For a short time, it experimented with adult-oriented blockbuster movies—*American Gigolo* was one—that were also running on other pay services. It was a move dictated by Playboy Enterprises, which may have been testing its ability to widen its base. The result: Disconnects increased and subscribers complained of the overlap.

Overlap is going to be a problem for Showtime, too, some system-side marketers predict. Its own differentiation campaign had hoisted it into late-night adult programming. On the one hand, disconnects rise among viewers offended by the fare. And on the other, it appears to cause disconnects from The Playboy Channel and HBO by inviting the buyer to downgrade to Showtime and get enough of what each offers from one source. "It's a very interesting strategic quandary," said one MSO marketer whose systems have shown the predicted effect. "They're polarizing their subscribers." And their affiliates.

Sift, select, settle

As *CableVision* has reported at length in other issues, experiments in differentiating and strengthening programming—from HBO's *Camelot* to Showtime's series, from Playboy's dalliance with high-end movies to The Movie Channel's with studio partners—is a ferment equalled by marketing re-evaluation in the face of churn.

After all, the programming is the same nationally and the acceptance of it isn't. There has been neither enough time nor differentiation among the networks to presume churn rates are the result of a real popularity contest.

Especially in new markets, where pay options are most numerous and churn most energetic, system-by-system results may reflect nothing so much as the luck of the draw: What service(s) got there first, what's best marketed, what's best positioned, what's best known? Whatever winds up the runt of the litter can get buffeted pretty badly—and stories abound to put almost any network in that position in at least some sprinkling of markets.

Thus, the onus for churn is apt to fall on marketers. "It's certainly easier to re-package what we've got than to start tinkering with programming that's hardly been judged," said a veteran marketer recently.

Group W's Chris Derick was more blunt: "What some people call aggressive marketing"—and the overselling that leads to quick roll-off—"I call marketers' klutziness."

It is certainly true that the less identity a product has, the greater the danger that consumers' hazy expectations will run too high and their satisfaction will be too low. But there is scarcely a better differentiated pay service than all-Spanish GalaVision. So what happened to GalaVision in a recent launch is an extreme but pointed reflection on the state of system-side marketing.

It was, to put it mildly, a case of the consumer not knowing what he'd bought. One unnamed MSO's marketer packaged GalaVision with other pay services and sold it widely. They also apparently encouraged the package subscription by using the other ploy that sets programmers' teeth on edge: They told the new subscribers to try everything, select what they liked and disconnect the rest.

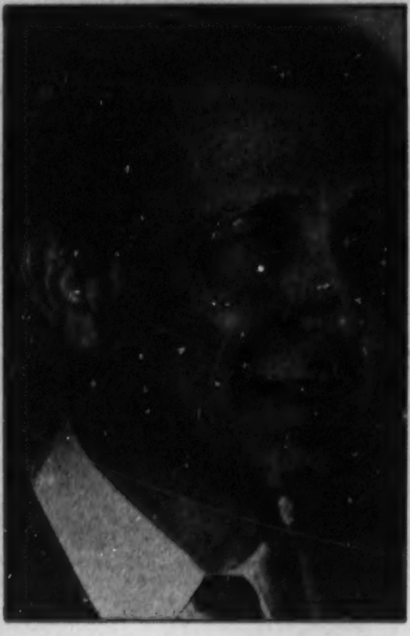
"We *invite* them to cancel," groaned The Movie Channel's Tom Freston of an approach that has fallen precipitously out of favor. "It's that sift-and-settle approach that reminds people there are layers they can remove," agrees Rod Warner. "You're saying, 'Take it off, take it off,' and often they just 'take it all off.'"

That's what the GalaVision subscribers did. When they discovered they were paying $30 for something that contained a channel they couldn't watch, they canceled the whole package by the hundreds.

Andy Goldman, vice president of GalaVision's parent, SIN, says the same thing happens, somewhat more understandably, with Hispanic families. They are sold a package of pay services of which the bill-payers in the family—the parents and grandparents—can watch only one. They perceive the price of that one to be the full $30 or so charged for the package.

According to preliminary data, for every 10 disconnects, five cancel the whole thing.

It is that sort of precipitous skid, in which the urban subscriber may even drop basic as well, that has rattled operators. Most MSOs interviewed for this piece had seen basic disconnects affected by



'Everything we do is aimed at retention. You have to identify who you are.'

Mike Weinblatt,
president,
Showtime

disgruntlement they attribute to multipay.

How much is too much?

Basic cable always has tracked the move rate, running 2-3 percent monthly. It was predictable, easily outdistanced by new subscriptions and has never been the source of alarm.

Now some fear even that solid core of the business is vulnerable. In urban markets, subscribers are drawn by pay services, not by undermarketed basic. If pay sales can't be held, basics have no hook.

"If somebody cancels everything, it's because we made him mad," says Storer's Susan Burch reasonably. And keeping peace with the subscriber has become a major part of the business.

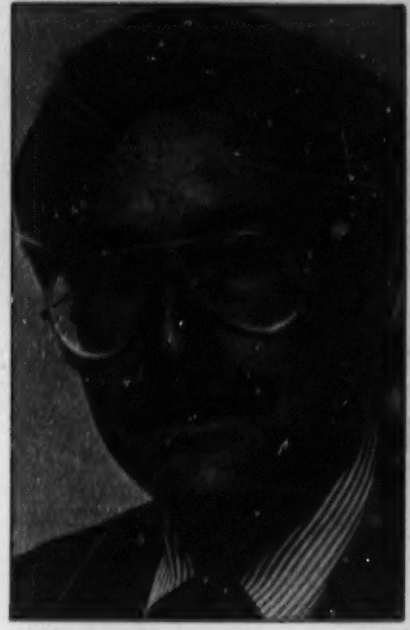
"We've always paid lip service to training," says Viacom's Ed Bennett. "Now it's happening." Customer service reps—who have an average life span of 45 days on the job—"deal in volume; they handle things most efficiently, not always most effectively." Now MSOs are separating phone banks so the first line of CSRs can turn a cancellation or downgrade call over to a salvage specialist.

Viacom has instituted sales accountability in its regions that makes area management responsible for negative business as well as for positive. It's another line of specialists to be called in for direct contact with the discontented subscriber. Cablevision Systems Development's 51-entry tracking program for its 12 service levels separate out every "soft" disconnect—a cancellation caused by dissatisfaction—for guidance in a highly regarded training effort.

On the supplier side, retention has become the major concern. Retention programs are the leading component of HBO's marketing budget; Showtime has doubled its spending on save-a-customer efforts this year over last; The Movie Channel has concentrated the bulk of its marketing money on retention since June.

But if you were to try to quantify what all the work aims at, no one would have an answer. "No one has a fix on what an acceptable churn rate ought to be for multipay," HBO's Tony Cox shrugs.

Single pay services, once they became a standard of the business, settled in at twice the basic disconnect rate—4 percent monthly. All the major pay services say that it



'With the even schedule, the consumer had reason to watch both services. He may not have been watching HBO as much, but he was happier.'

Charles Townsend,
marketing director,
United Cable

'What some people call aggressive marketing I call marketers' klutziness'

Chris Derick,
president,
Group W

still what they average, but each uses separate gauges for single and multiple pay markets.

There are also separate gauges for markets of different age. There is a standard pattern of activity in any new product introduction and different levels of disconnects have begun to seem common for them, says Showtime's Rick Howe.

One, the roll-off period: Within 30-45 days, the customer decides his expectations weren't fulfilled and cancels. "It's a marketing problem," Howe says, "but if you don't have some roll-off, you're not selling hard enough." His estimate: 5-7 percent disconnects in the initial period "is OK."

Two, the honeymoon: For four to five months, the customer makes a decision to give himself some familiarity with the product. Says Howe, "You expect about half the level you had during the roll-off height."

Three, product re-evaluation: The subscriber is quite clear about what he doesn't watch. Disconnects run 8-9 percent.

Four, the plateau: Disconnects are at a minimum, provoked by moves, reduced economic circumstances or a rate increase.

The agitation over churn clearly has its merits. It has galvanized marketing, accounting, programming and statistics. "Even if you're just going on gut feel," says one MSO financial planner, "you know the hidden costs of churn can kill you—the front office, the service crew, the salespeople, all costing you money while they just try to hold subscribers still. That alone is enough to make you act."

Churn is an inescapable ripple effect of multipay. But are the forces that whipped its disconnect component to worrisome levels internal or external to cable?

"Multipay took off just as the economy fell apart," says Daniels' Jerry Maglio. "We've done very well competing for dollars. It will only get better as the economy turns around."

Others are more dubious. To them, it seems the industry has stopped running long enough to look itself probingly in the face.

Whatever statistical details may emerge about tracking and predicting churn, churn means choice. And choice is an expensive luxury for operators just as it is for consumers.

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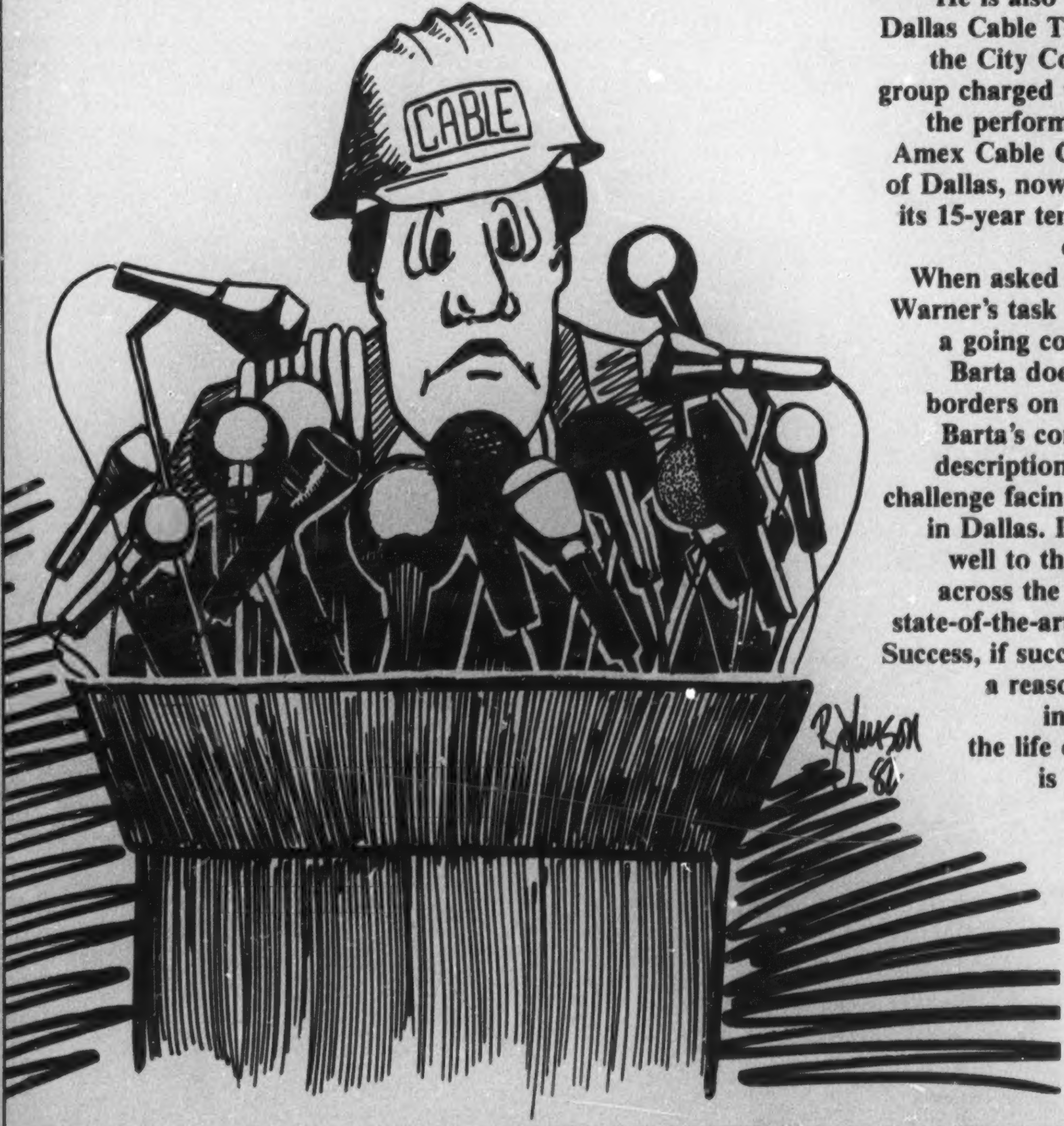
'We've always paid lip service to training. Now it's happening.'

Ed Bennett,
executive vice president,
Viacom

The hottest story in town

Does cable make cents or nonsense in the big cities —where the media are ever alert for mistakes and the old economic formulas don't always apply?

By Fred Dawson



Joe Barta is a businessman. He is also chairman of the Dallas Cable Television Board, the City Council's advisory group charged with monitoring the performance of Warner Amex Cable Communications of Dallas, now 19 months into its 15-year tenure as the city's cable franchisee. When asked how he sizes up Warner's task in making cable a going concern in Dallas, Barta doesn't hesitate: "It borders on the impossible." Barta's comment is an apt description not only of the challenge facing Warner Amex in Dallas. It could apply as well to the state of affairs across the board in cable's state-of-the-art urban systems. Success, if success is defined as a reasonable return on investment during the life of the franchise, is not guaranteed.

Ironically, bodies such as that chaired by Barta are playing no small part in making his assessment of big-city cable true. But the regulatory environment is far from the most significant factor in shaping cable's challenge in the cities. In fact, there is no one most significant factor. There are many, and in the ensuing pages, *CableVision* will look at all of them as they present themselves in Nashville, Tenn., Pittsburgh, Indianapolis, Portland, Ore., Dallas, Atlanta, Fort Worth, Texas, Omaha, Neb., New Orleans, Cincinnati and Denver.

The focus here is on cities, despite the fact that very advanced systems are up and running in the suburbs, where emerging cable economics are extremely important to the industry's well-being. But it is in the cities that the largest capital outlays are to be found and risks are highest. And it is these large population centers that must provide the subscriber base to support the multitude of programming and other service ventures that comprise the industry today.

In most of the cities surveyed, there has been enough operating experience to afford at least preliminary analysis of marketplace realities. Some of these systems, all of which were enfranchised after January 1, 1979, have had subscribers since early 1980. Others didn't turn on their first subs until early this year. And one—Denver—has yet to get underway.

But, in most cases, intensive door-to-door sales campaigns involving tens of thousands of households have produced enough evidence to assess the level of initial acceptance in the urban environment. With just about a third of the potential homes in these cities already reached through door-to-door sales, aggregate basic penetration stands at 221,400 or 36 percent.

That's a long way from the 50 percent or so envisioned in *pro forma* projections for these markets. But, as shall be seen, there is considerable disagreement over just what these numbers portend. The average pay-to-basic ratio in these cities currently stands at about 2.2-to-1, and, again, there is no consensus on the significance of the statistic.

> 'We're totally under that public eye, constantly brought up before council. That's an extremely frustrating part of this business.'
>
> David Van Valkenburg,
> executive vice president,
> Cox Cable

But no matter how one analyzes the latest urban market developments, it's safe to say that they are good indications of what's in store generally as more and more city systems come on line. In fact, given that the Milwaukee, Sacramento, Boston, New York outer boroughs, Tuscon, Tampa, Miami, Chicago, Minneapolis, St. Paul and other systems currently proposed will at least match the most advanced of the 11 cities examined in this article, the urban challenge is likely to get tougher as these newer systems come on line.

Yet, even with that degree of difficulty the story of cable operations in the urban environment is not a bleak one. To the contrary. At a time of raging recession bordering on depression, with over 30 percent of the nation's industrial capacity and better than 10 percent of the work force idle, the cable television sector presents a refreshing picture of corporate enterprise and individual initiative pumping millions of dollars into local economies and bringing to the long-passive American television audience the opportunity, finally, for personal involvement in the nation's leading mass medium. If anyone doubts the determination of the players in the unfolding cable drama—business and non-business participants alike—to bring off the long-awaited revolution, he or she need only travel to Omaha, Pittsburgh, Indianapolis or the like to see that, next to impossible or not, it's happening.

Urban cable operations, involving as they do everything that is the cable business, comprise a complex issue for analysis. Construction, technical performance, marketing and sales, community relations and the regulatory environment, operations, converters, guides, local programming, advertising, ancillary residential and commercial services—all are part of the story.

The place to begin is with how the operators have been faring in their efforts to get the cities wired.

Construction and performance

It's no secret that with some 120,000 miles of new-build and another 50,000 miles of rebuild plant going in in 1982 alone, the cable industry has had its share of headaches. The surprise in the major city new-builds so far is how smoothly things have been going.

Aggregate plant mileage of the systems examined in this article (exclusive of institutional plant) comes to 19,700 miles, 12,000 of which is 400 or 440 MHz plant,

Ten operational city systems at a glance

	Franchise granted	First turn-on	Year of completion	Channel capacity	Potential miles	Miles activated	Potential households
Viacom/Nashville	2/79	5/80	1983	35	1,800	1,040	165,000
Cable America/Atlanta	1/80	12/80	1983	54	1,600	1,200	180,000
Warner Amex/Pittsburgh	2/80	12/80	1983	80	700	680	170,000
Warner Amex/Cincinnati	11/80	1/82	1983	86	1,525	430	161,000
Cox/Omaha	9/80	9/81	1983	54	1,095	712	125,000
Cox/New Orleans	12/80	4/82	1984	54	4,746	950	220,000
ATC/Indianapolis	2/81	1/82	1983	40	1,100	400	140,000
Sammons/Fort Worth	3/81	12/81	1984	61	1,430	600	160,000
Warner Amex/Dallas	4/81	1/82	1985	80	2,383	822	400,000
Rogers/Portland	5/81	12/81	1984	57	940	250	130,000

*Households marketed refers to number of homes reached in door-to-door sales campaign.
**Full-scale marketing just getting underway at press time.

Titsch Communications, Nov. 1982

including some 9,000 miles of dual subscriber trunk and feeder.

At $19,000 per mile, the urban newbuild average, that's $380 million worth of residential cable and line electronics. All told, the capital construction tab for these eleven cities comes to over half a billion dollars.

Yet, despite the size and pace of this commitment, the cable operators are well ahead of building schedules mandated by the franchise agreements in these cities.

There's no mystery as to why that's the case. As Warner Amex Cable Chairman Gustave Hauser observes, "The question is not one of dealing with the cities. What does the city care whether you're a month ahead or behind? They lived for all these years without cable. They took their time granting franchises. The issue is with the cable operator, because we want to get completed as quickly as possible in order to get the subscriber revenue.

"It's really an internally driven situation, not a question of complying with some nonsense in the franchise. And the ultimate question, in any event, is, did we finish the whole system on time? And in each case, we've been ahead of time and will be on the other projects, too."

Of course, there have been problems, ranging from the nuisances associated with sometimes less-than-professional subcontractors to major hassles with make-ready and bad weather.

Sometimes the trivial problems have an uncanny way of happening at the worst moment. *Cincinnati Enquirer* television critic, Tom Brinkmoeller, one the last people a cable operator would want to offend, tells this story: "We had two subcontractors, one up in a bucket. I had come home from work one night and thought I'd lie down for awhile. I was asleep about five minutes when I was awakened by this guy in the bucket with a radio on so loud I could have heard it three blocks away. Well, that's OK, I can live through that. But I started watching, because they drew my attention. The other man was climbing a tree, breaking off limbs while he was trying to thread cable through. All of a sudden he screams and jumps down. It turned out his partner had pulled the bucket over into the tree to hide in the leaves while he relieved himself."

In a rare case of media restraint, the story did not get into print. But many do, and in the construction phase as in other aspects of operations, the readiness of the press to turn a horror story into good copy has been a plague to operators. Brinkmoeller's paper wasted no time giving space to complaints about property damage occurring from underground cable installation. However, were the damage a function of city sewage or phone company operations, it might never have gotten such play. But, as Annie Hall, Warner Amex senior vice president for corporate affairs in Dallas, notes, "Cable is a sexy issue right now."

> 'You'd be naive to think that cities don't try to plant stories occasionally to try to get things done.'
>
> Sam Nunn,
> cable communications officer,
> Fort Worth, Texas

Generally, make-ready operations have gone much more smoothly in these new city systems than has been the case in the past. Jeff McQuinn, who took over as manager of ATC's new Indianapolis system July 1 of this year, says his company has had "excellent cooperation" from Indianapolis Power and Light and Indiana Bell. "They've been maintaining a pace of make-ready that has allowed us to build the system about as fast as we can go."

McQuinn adds he's pleased with that construction pace, which has been maintained by ATC's own construction crews without outside subcontractor assistance. "I hear an awful lot of horror stories out there about contractors whose work just doesn't get done, about changeovers and delays and everything. While everything hasn't been perfect the way you diagram it on paper, and I'm not sure any thing ever really is, on the whole we're really moving at a nice pace."

The only serious make-ready or associated complaints that came up among the cities surveyed for this article concerned Pittsburgh and New Orleans. Pittsburgh's was an especially troublesome problem. According to Ted Campbell, the Warner Amex system manager there, Duquesne Power and Light underestimated the amount of work that would go into accommodating dual plant. "Pittsburgh is surrounded by very old cable systems, and the utility company was used to handling their needs. Despite all the assurances during the franchise process to all the bidders that they were geared up and ready to move, they found out very quickly that this was not going to be the normal cable build. They held us off and turned over the first poles in April of '81 in very small areas. Meanwhile, we had crews geared up waiting to do at least 50 miles a month. That was the biggest problem we had in the construction process."

Still, the Warner Amex crews were able

Households marketed*	Basic subscribers	Pay to basic ratio	Price top basic tier	Number of pay services	Price range of pay services
80,000	28,000	1.85	$7.95	3	$9-$10
98,000	36,000	2.5	$8.50	4	$8
119,000	50,000	2.4	$9.45	5	$4.95-$9.95
**	**	**	$10.45	4	$3.95-$7
67,600	37,000	1.9	$8.50	7	$6.95
30,000	15,000	2.5	$7.95	4	$7.95
45,000	15,000	2.3	$6.50	4	$4.50-$6.50
28,000	9,000	2.4	$7.95	8	$6.95
108,000	16,900	—	$9.95	5	$4.95-$7.45
36,000	14,500	2	$10.45	4	$6.95-$7.95

to meet the city's first stipulated deadline, which was to have 25 percent of the system completed by February 1982.

In New Orleans, the problem was with pole charges. According to Bill Groom, manager of the new Cox system there, "We had one utility company that thought they had us in a corner and tried to hold us up on price. But the City Council understood the situation and pressured the utility company to come to terms with us. We still ended up overpaying but not nearly as much as we would have if the city hadn't intervened and let them know they couldn't get away with the game." Despite these hassles, Groom reports Cox is well ahead of its construction schedule with some 30,000 homes passed since work got underway at the end of last year.

The watchful eye

Success at meeting construction deadlines, however, does not necessarily translate into an easy time of it when it comes to dealing with city administrators. Although most of the systems surveyed report fairly smooth relations with their regulators, most also are quick to point out that life as a business entity would be much easier if virtually every decision did not require city scrutiny and, in some cases, approval.

> One MSO chief executive, off the record, laughs ruefully at what he refers to as the 'list of franchises they wish they hadn't won.'

For example, Rogers' system in Portland, Ore., Cablesystems Pacific, has had a record of extraordinarily good relations with the city, despite a rough franchise battle. According to Don Weidner, the city's director of cable communications, "There have been no franchising difficulties. There has been no need for any unusual or extreme franchise enforcement. The city's philosophy is there are three essential parts to a cable system: the public's interest, the cable company's financial viability and the city government's need to be in general control of the operation. And that little three-part triangle is working very nicely." Complaints from the public, he added, have been "extremely minimal."

Nonetheless, in Portland's case, the city's need to be in "general control" means that Cablesystems Pacific must go through a tedious process of winning city approval to alter its packaging structure. According to System Manager Frank Nuessle, "The city of Portland has been very cooperative in understanding that we are a front edge developing technology, and our relations with the city are very good. But the only way that has happened is that we've earned it. We've proved we meant business and have met our commitments.

"But with that established, I'm all in favor of the Goldwater Bill, because I think the local governments ought to get the hell out of the cable business. Our relations with the city are good, but I don't think the city ought to be in the cable business. It presents some constraints to running the cable business. I've been to the city and have delayed the introduction of this new service, because they want to futz around with it. But that's a reality of life in the cable business. Given that I have to deal with it, I certainly couldn't ask for better relations."

Indianapolis, New Orleans, Atlanta, Pittsburgh, Nashville and Kansas City all report relations with their city governments on a par with those between Cablesystems Pacific and Weidner's office.

But elsewhere things haven't been so smooth.

At one extreme is the overzealous city enforcer. In one large city recently, the ever-vigilant watchdog spotted a box containing a VCR that the cable company was obligated to supply to one of the city offices. The box had been opened prior to delivery!

The watchdog was quickly on the horn, and soon the public relations man was down to survey the damage. Surely, he reasoned, there must be some explanation for what the administrator suspected was the cable company's nefarious efforts to pawn off a used VCR on the city fathers.

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All new equipment, it seems, whether VCRs or converters, is inspected by the cable company to ensure it operates before signing for the delivery. And to do that one must open the box. But just to make sure he wasn't being hoodwinked, the administrator showed up a short time later at a loading dock to count boxes on the next shipment.

Uncommon as such scrupulous concern for the public well-being might be, still, operators must contend with a politicized atmosphere stemming from the often abrasive franchise wars.

Says Hauser, "You start out bedeviled by people wanting you to do everything yesterday and being nagged by all sorts of regulatory boards, commissions and whatever, who have this as their cause in life and who don't really understand that you're trying to run a business. You can play games so long, but you have to finally confront the business reality. We are making a major investment in these places, and I think the political atmosphere that prevailed during franchising has to settle down."

He cites a not-too-hypothetical example of what's happening in some of these markets. "You have a set of drawings or whatever that said you would go two blocks east and turn south. Well, it turns out you can't turn south because there's no duct or there's a rock outcropping, so you have to go a little farther east and then turn south. You go to the city and say, well, we have to do it a little differently, and the administrator says, 'Gee, I can't approve that, it's a change. I'll have to put it to the City Council.'

"The City Council shouldn't be dealing with questions like this, because they have no ability to cope with this. What do they care? So it gets to the City Council, and there you find the councilman whose side lost in the franchise fight. He decides he's going to get a headline: 'They're violating the franchise. They should drive right through the rock.' You sit there and scratch your head and say, are we in never-never-land, or what?

"I think the cable companies are going to have to confront these problems, because we can't conduct a business in this atmosphere. When you get a negative article a day in the newspaper or on TV or whatever, every day, day after day, it can give the public a subliminal image that this is an incompetent organization. Here we are pulling off miracles, building more plant in a year than probably anybody in history. But the big story is about how they lopped a branch off a tree."

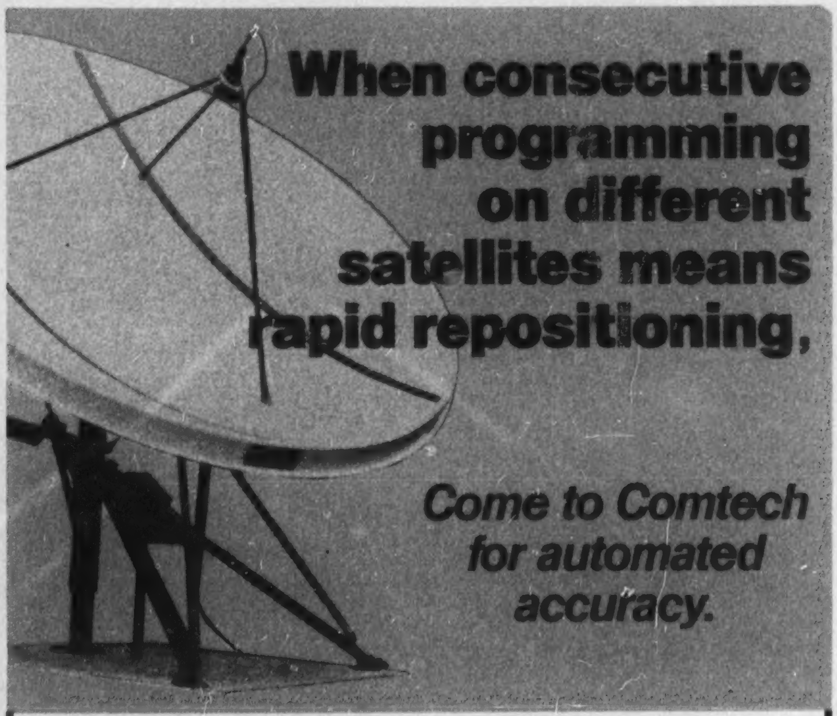
What, exactly, does the cable company do to combat this sort of thing? "You try all different ways," Hauser says. "You have a whole staff of people to go hold people's hands. Look at every one of these cities. They have an administrator and staff. They have a public board of some kind. They hold meetings all the time. You have a lot of communities in some areas. Each community has 10 councilmen, a fire chief, tax collector—about 20 people per community. With 50 communities in Cincinnati, it's a thousand people we have to interface with at a moment's notice. And that's okay, except it costs money.

"In a five-year build, you might be three days late on any given street. Last year we had the worst winter in history in the Midwest. Not a car moved in the St. Louis suburbs for most of the winter. They were paralyzed. But that's no excuse for being a day late in community 27."

Generally speaking, despite the continuing politicization of the city cable environment, the cable companies, often with full-time public relations staffs and a willingness to spend whatever is necessary to keep things cool, have managed to put out the fires with minimal damage. Interestingly, the very local owners whose role in the franchising process is often a cause for the sustained political ill will have proven useful in keeping the lid on problems.

In Omaha, the local owners' group, led by Mike Yanney, a businessman who is president of Cox Cable Omaha, has served the company well in keeping lines of communication open, says to System Manager Jim Vodak. "We have advisory meetings with them on a regular basis," Vodak notes. "These are not pushover meetings. We report to them, and they ask us some of the same tough questions the city asks."

Tough questions have been fairly frequent as Cox has built Omaha, and they've touched on virtually every aspect of difficulties typically encountered in a city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new-build. Concern over the pace of construction, a high failure rate in the early delivery phases of addressable converters and inadequate staffing to handle an unforeseen volume of phone calls brought attention from the media and the city administration. But things are much smoother now, thanks to the company's willingness to do what had to be done to stop criticism.

"I think our relationship with the city officials is a good one," Vodak says. "That's not to say that they're pushovers. We've gone through a couple of issues here. They made sure we met our commitments, and they're doing it on an ongoing basis.

"I'd like to characterize the relationship as our working with them to provide a good system in Omaha, but they are also reading the franchise very closely to make sure we are delivering what we said we would. I've seen so many cases where in dealing with cities it automatically becomes a we versus them type thing. I've strongly tried to point out to them that there's nothing wrong with them pulling us up short if they find that we're not doing something, but I would hope that our relationship goes beyond that. We are working with them to provide a good cable system in Omaha. Particularly in the areas of access programming and things like that, we've always been very open with the city and in our opinion have even advised them on things that we probably didn't have to advise them on."

Is the city amenable to avoiding the "we versus them" syndrome? "I hope so," Vodak says. "You never know. There will be some (on the city's advisory committee) who will come out and look like they are really pinning us to the wall. On the other hand, there will be others who won't do that. We're going to work to make that relationship work, and we hope they do, too."

The difficulty in establishing such a relationship often stems from the fact that the meetings with city advisory groups are public and well covered by the press. If a complaint comes up in such meetings, more often than not, it is pounced on by the press. Says Mike Kohler, public relations director for Cox Omaha. "Our relationship with the committee behind the scenes is a heck of a lot better than the public really knows."

But Vodak and Kohler understand that negative news is the grist of the media mill and don't really fault the performance of the press in Omaha in its coverage of cable. "I think on balance the press has been fair," Vodak notes. "Early on we had a lot of criticism directed at us—before my time here (Vodak joined the company in March of this year)—and I think some of that was due us for some of the things we were doing. On the other hand, I think they didn't ask us enough about our views. That's why we have a public relations staff now. We don't want to be in a position where the only time we talk with these people is when there's a problem. We've meant a lot to this community. We've employed a lot of people at a time when people aren't employed. The business leaders in town are very positive on us, and somehow we've got to get that message out."

Dallas dilemma

In the early days of public access television, a studio camera that focused 24 hours a day on a fishbowl became the symbol of high expectations versus reality. Today the cable company suddenly finds itself inside the fishbowl, still trying to square high expectations with reality.

Dallas may be biggest fishbowl of all. Annie Hall, who started out as director of franchising for Warner Amex's Dallas operations, says she's as busy now as she was then keeping up with the steady demand of meetings, reports and answers required in the highly visible city franchise oversight operation. A number of changes in plans and start-up problems have left a well-worn trail between the Warner offices and City Hall, and the press has been there to record the comings and goings with a vengeance.

The full citizens, advisory committee, the Dallas Cable Television Board, meets once a month, and the committee's five subcommittees also meet regularly.

Last year, the company had to win city approval to shift the headend site from slightly north of the downtown sector to slightly southeast. It had to win permission to offer SMATV service in unwired sectors of the city to stem encroachments from competitors who were able to wire apartment dwellings far in advance of when Warner could get to those neighborhoods. And there was a flap over a proposed delay in the turn-on of QUBE service. All of these requests kept the cameras glued on the cable company.

Currently, Warner has had to deal with the affirmative action issue and with questions from the citizens committee concerning the low level of penetration in the high-minority concentration neighborhoods of the southeast, where Warner is committed to installing plant in the first phase of construction.

Members of the black community contended that Warner's commitment to minority hiring in the highly publicized "Page M-7" section of the franchise contract required the company to subcontract door-to-door sales. The individuals raising the issue said the contract, stating Warner "could" hire minority contractors, meant it would. Instead, Warner chose to keep the sales force under its own wing, hiring a full complement of minority workers and training them in its sales program. After intensive wrangling and much publicity on the issue, Warner was given a vote of confidence by both the citizens' group minority subcommittee and the full cable board as having fulfilled the "spirit" as well as the letter of the franchise contract in this matter.

Now the problem has to do with the slow rate of penetration in the area south of downtown. The board is wondering whether the low penetration rate (10,906 subscribers, excluding SMATV hookups, out of 108,000 homes passed as of August 17) is a function of low public acceptance

of cable or a less-than-strenuous marketing effort. The board is concerned that the marketing effort is lagging because it suspects Warner is having major technical difficulties resulting from its decision to shift the headend site from just north of downtown to the southeast end. The company emphatically denies this is the case, contending that, as its construction moves beyond the poorer sections of the construction area, penetration is picking up rapidly.

The board feels the headend location—requiring extensive microwave signal importation from hub sites in west and east Dallas—may have been a mistake. The issue is extremely sensitive because the headend site north of downtown, where real estate is especially high-priced, could only be shifted with city permission, which was granted based on company assurances that the change would have no bearing on technical performance.

Distrust over the issue has reached a point where the cable board has demanded that Warner submit its phone logs as a means of determining how many calls have been related to technical problems. In addition, the company has had to tell the board what its penetration rates have been in other city new-builds. That report, showing 27.7 subs per mile in Houston, 70 per mile in Pittsburgh and 33 per mile in Cincinnati and suburbs as compared to 16 per mile in Dallas, has added fuel to the issue.

Such suspicion, probing and publicity necessarily raise the question, exactly what is the substance of the issue here? Even Joe Barta, chairman of the cable board and formerly a highly visible partisan for ATC in the franchise fight, has no doubt that Warner Amex is doing everything it can to bring service to the city and will provide that service in timely fashion.

"Warner has had an extremely difficult time," he says. "Certainly they've been under tremendous scrutiny by the cable board, by the council, by the public. I personally feel a little bit guilty in that we as a cable board have probably absorbed an awful lot of management time just in getting answers to questions. We ask a question and they try to give an answer, but sometimes it's not the one we want to hear, so that starts another round-robbin discussion."

That is exactly what has happened in the issue over penetration and technical performance. In Barta's opinion, Warner has been having "very serious service problems." By getting the company's phone logs, Barta says, the board will be able to shed some light on just how serious the problems are. Yet, there is no consensus on the city side as to what constitutes serious technical problems. "We, being lay people, are not ones able to understand technical problems," he acknowledges. "We have a city staff that does have engineers, and they say they don't understand the technical problems either, cable being the new industry it is."

Nonetheless, Warner's answers to city probes on the issue have been met with suspicion. For example, the city, in writing, asked the cable company: "What are the specific reasons for Warner Amex not servicing a greater percentage of homes passed? If the problems are marketing related, what are the marketing problems? If there are technical problems, what are the technical problems?"

Warner responded: "Our system is currently in a start-up mode, having recently completed the first year of construction. The number of customers has been increasing steadily and will continue to increase as the system develops to maturity. In the early phase of system development, there is nothing unusual about our marketing results nor is the system experiencing any unusual technical problems, given a start-up mode. We have completed initial marketing and are remarketing approximately 30,000 homes. In addition, we are working with building owners to arrange internal installation of approximately 30,000 multifamily units. An additional approximately 48,000 homes are in various stages of the initial marketing. The marketing campaigns are not experiencing any problems that are not commonly encountered in a new system."

Dallas: Under tremendous scrutiny.

To which Barta responds: "Not much of an answer, really. And that's why we've asked to see their service complaint log." Thus, even as he characterizes the technical problems as "very serious," Barta and the board continue to prod Warner Amex in a search for information that would prove his assumption.

Under these circumstances, it's not surprising that Barta characterizes Warner's task as "bordering on the impossible."

Power of the press

In addition to the attention local media has given to such problems of its own accord, the cable operator has another concern to deal with in keeping the lid on adverse publicity. Over in Fort Worth, where Sammons is busily wiring and by everyone's account is well ahead of schedule, city frustration with what it sees as failure of the cable company to deal with construction-related problems has prompted Sam Nunn to call press attention to the issue from time to time.

Nunn, who is the city's cable communications officer, says he has not done so lightly but recognizes the company seems to respond quickly if a problem catches the public eye. Referring to the permit granting process attendant to underground construction, Nunn says, "The company behaves when they have to behave relative to getting permission to be able to do the work. Then, once permission is given, things slack off a bit. It's probably like that everywhere. I'm sure if the phone company was building the system from scratch, we'd be running into the same problems.

"In the last nine months of the last fiscal year, we received 400 calls from people upset over the way cable construction crews were acting, going into people's yards, through locked gates, climbing fences without asking permission or, less stringently, without notifying them, 'Hey, I'm going into your yard.' Big problem. People called the media, the television stations. We got interviewed for a number of days. Sammons sent out their big P.R. guns.

"So we sent them a letter saying, 'Let's comply, make sure everybody has IDs, make sure the trucks are marked and knock on doors.' Then three months later it crops up again. So people say, 'What's the deal here; the city grants a franchise and they don't have the teeth to keep the franchisee in line.' It happens over and over again in cycles.

"Sammons obviously doesn't think it's a serious problem. Their basic concern is getting the goddamn system built. They'll put off the city administrators, saying, 'Yes sir, we cut a check for the damage to that man's yard yesterday.' And then the man calls back three days later and says, 'I never got anything.' Then you call the cable company. 'Oh, well, we decided to submit it to our insurance company.' 'Did you notify the man?' 'No.' 'Did you notify me?' 'No.'

"I hate to say it, because I've tried to maintain an open mind about the whole cities-versus-cable kind of crap, but just looking at it from the standpoint of the city as a contract administrator and the cable company as a contractor, it's been a mess. When we raise a stink about it, well, then of course, the media responds. It's pack journalism, in a sense. Usually it's the paper journalists who are then followed by the electronic journalists. You'd be naive to think that cities don't try to plant stories occasionally to try to get things done. Sammons moves much faster on something when it's in the media. I can call them about not following up on complaints, and they may or may not follow up. I can plant one story in the newspaper, and the vice president will be over here tomorrow morning."

Nunn adds, however, that he can't be "like the boy who cried wolf. You do this too many times and pretty soon they'll be impervious to the criticism or at least they should be. You can get bad press from trying to get too much press. People don't like to look out there in their yards and see cable contractors out there digging holes. Well, that's a truism; everybody in the cable business knows it. We just never thought it was going to be the kind of problem that it has been and generate the complaints and citizen uproar that it has in some parts of town.

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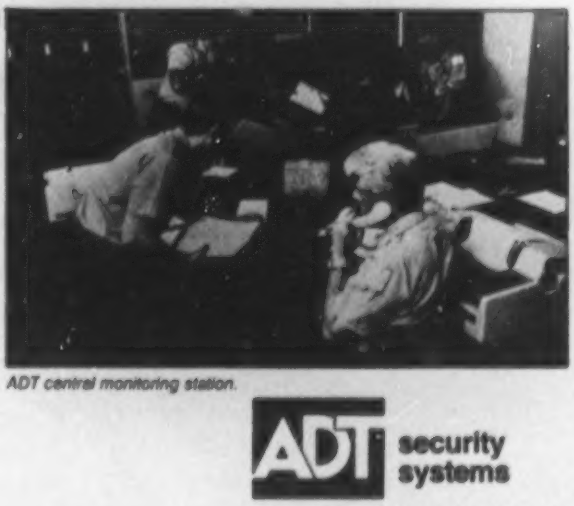

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Although Sammons' Fort Worth system general manager declined to discuss the issue, it is clear the company believes it has acted in good faith to rectify problems, going so far in one instance as to fire a major subcontractor. That the problem keeps coming back only indicates that this phase of cable operations has a natural public relations downside. But to Nunn, the recurrence of the problem puts him and the city on a spot, and given that there is very little that can be done short of the drastic and wholly impractical measure of terminating the contract, use of the press to keep pressure on the cable company remains a weapon arsenal.

Given the volatile mix of press attention, wrestling in the limelight over every phase of operations, the public relations problems intrinsic to cable construction and the political fallout from brutal franchise battles, it's not surprising that some 400 cable operators showed up on Capitol Hill in September to lobby for passage of S. 2172. But as appealing as a legislative answer to these woes might be, political reality appears to be dictating another course—namely, negotiation and compromise.

There are signs that this approach, currently in progress between the NCTA and the National League of Cities, could bear some fruit. One of the leading activists in organizing city administrators on cable-related issues has been Frank Greif, president of the 2-year-old National Association of Telecommunications Officers and Advisors and director of the Seattle Mayor's Office of Cable Communications. According to Greif, the level of understanding between the two sides is improving.

"One of the things that the cities had to do was raise their level of sophistication in looking at all of this," he says. "The second annual NATOA meeting we just held here in September showed that the local government folks have gone a long way in increasing their knowledge. When they look at how a cable company is performing, they aren't just saying, 'Did you build the three studios and have you strung 300 miles of cable?' They now realize that many things outside the companies' control can slow things down.

"Flexibility comes through understanding. I think that the greater understanding on the part of city officials to the problems of the industry has helped matters. And it's a two-way street. I think the cable operators have a better understanding of what the cities consider to be important."

Greif offered an example from his own experience in Seattle. "We granted a franchise in '81 to Group W. Part of that calls for construction of an access facility. It was supposed to have been done by the 19th of this month (October). Well, part of the reason it won't be done is that the cable company was a little bit late in getting its planning documents into the Building Department. But I also happen to know that the Building Department was a little bit slow in processing the permit. Well, we're not going to go to war over that. So we said, wait a minute, instead of delaying it for one month, why not delay it until the first of the year, after the holidays, and then make a big ballyhoo out of it. We'll have a news conference, get dignitaries out there and all of that. And we'll use the time between now and then to continue our effort of explaining to community-based organizations and whatnot how this access facility will work. So we turned that delay into using the extra time to really build up some interest in the community.

"Four years ago, I'm not sure that that wouldn't have been a battling point. There would be a certain constituency in the public saying, 'Listen, they have to perform by that date.' Now, there's give and take, and I think that typifies what's beginning to happen around the country."

Given the difficulties associated with the extensive construction going on around the country, there is every opportunity for the atmosphere to blacken as city administrators trade stories and reaffirm each other's skepticism about the dependability of cable companies. But from what Greif is saying, this doesn't appear to be happening.

"You're absolutely right," he says. "And I credit that to what this industry is supposed to be all about—communications. The fact that the industry is working day to day with cities around the country, cable companies are talking to each other and organizations such as NATOA give the

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Will it pay off?

All of this communication and understanding is wonderful, but to the beleaguered cable operator, even more fundamental than flexibility in dealing with delays is flexibility in dealing with the economic realities that could emerge over the next few years. Greif understands the point.

"You know," he comments, "everybody is talking about the next wave, refranchising. I don't think that's accurate. The next wave could well be renegotiation—that is, when the cable company comes to the city and says, 'We agreed that after four years we'd have 10 access studios and so on and so forth. We're only getting 40 percent penetration when we expected 60 percent. City, you're faced with a choice. Either we build the studios and go broke, or we back off and stay in business. What are you going to do?' I think it's real important for cities to start looking at that right now."

Of course, many of the promised things will already be in place by the time the full economic picture unfolds, so that the renegotiation phase, if it occurs, would more likely focus on rates, provision of interactive services, operation of institutional networks, etc. How flexible should a city be in responding to such eventualities?

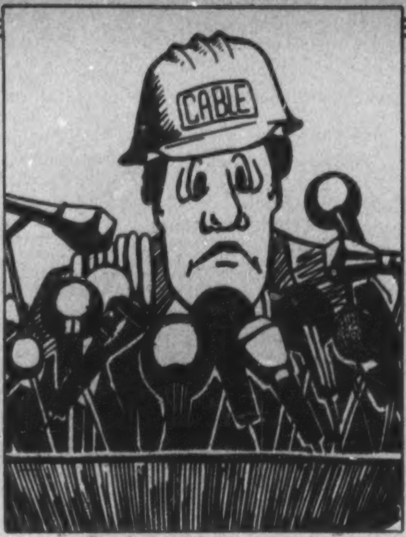
"There's no pat answer," Greif responds. "Each one of those instances is going to be different in each community. That's why we need local control. The industry must be in there talking to the local cable regulator at every opportunity, explaining the problems they're having so that there are no surprises. That's what got everybody into trouble a long time ago—all these surprises."

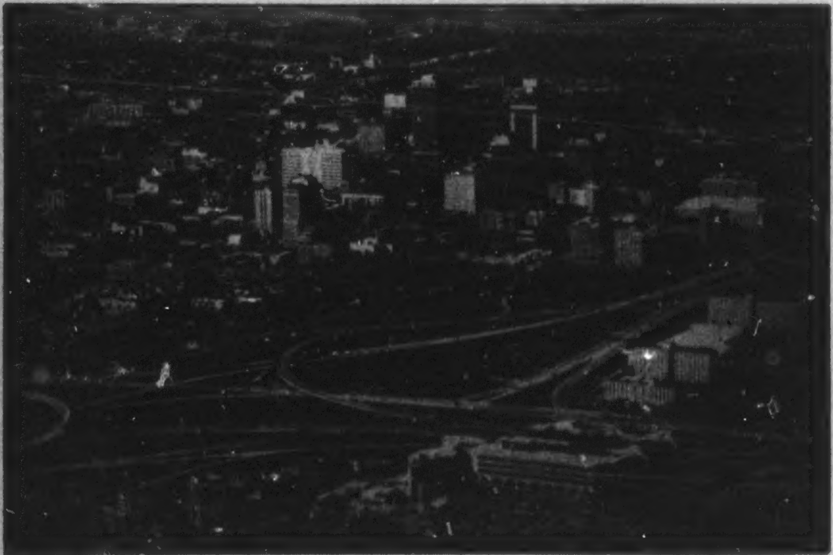
Does this mean, then, that the city administrators are thinking in terms of real world economics and what the cable business is turning out to be, regardless of the franchise hype? "Yeah," Greif says. "I don't want to put words in the mouths of people across the country who are in positions similar to mine, but there's going to have to be some sort of understanding that if the situation changes dramatically so that a promise would drive one to bankruptcy if fulfillment were demanded, then that's kind of foolish. But at the same time, I don't want to send a signal to the industry that says, 'Oh, don't worry, the cities are going to be a pushover,' because the cities, clearly, should not be a pushover. These folks made their promises in the clear light of day, and in many instances, the cities did not say, 'Promise us 10 access studios and double-trunk institutional network;' that was the cable company that came in and promised that. So they need to do whatever they can; they need to bend over backwards to try to deliver on those promises."

What does this view imply, then, with regard, for example, to interactive services? What if a cable operator comes to Greif at some point down the road and says, 'There's no market for it, so why force me to implement it?'

Says Greif, "I have to speak for me, not for NATOA. But I think that if all the studies being done, from the local shopping newspaper to AT&T, show that there is not a real market for interactive services or that pay-per-view, which can be lumped into the interactive category, is a flash in the pan, then why force the cable company into doing it?

"You've got to remember why a lot of those things are in the franchise contract. It was the fear that if we don't require 'state-of-the-art' technology and services, then we won't get it in our community and people will elsewhere. You have the crossing of two perceptions here. On the part of the public, you have rising expectations. They hear about cable everywhere, from *Newsweek* and *Time* to the local billboard. Here comes the magic electronic Merlin of the '80s. Then on the other side, you have the cable industry faced with a rising tide of diminishing expectations saying, 'What we looked at as ancillary service, everything from meter reading to banking at home, was going to be a real mainstay, but now there are real questions.' You've got the citizens saying, 'Gimme, gimme, gimme,' and you've got the cable industry saying, 'Yeah, but you're not going to buy all that stuff. How are we going to fund it?' That's a real crunch.




Omaha: Keeping lines of communication open.

"That means you have to help the industry survive. To demand a kind of service that doesn't economically work, for which there isn't a real consumer demand, is wrong. It doesn't do any good to drive them to the poorhouse."

If Greif's comments reflect the thinking of many other city administrators and such flexibility does appear to exist among officials contacted for this article, there appears to be room for the second round of negotiations, if it comes, to amount to something better than one long period of acrimony. The first signal as to where things are likely to go should come out of the current NLC-NCTA negotiations, which Greif believes will prove successful.

"I think the dialogue that has started can take some of the passionate rhetoric out of there," he says. "You know, there is a way to look at this to see that we have both benefited from this in one sense and that is Congress had finally recognized that cable television, which is really cable communications, is a technology to be dealt with on its own, that it is unique, that it is significant. That to me is very important.

"So now that we've established that, let's look at some things that will protect the interests of the city, that is, making sure the local wire responds to the local situation to the last part of the local mile, while at the same time protecting the industry so that local government doesn't do something that totally cripples it. We can reach aggreement on that."

These are hopeful words, but it will take more than words to assuage operators' concerns over what lies ahead. David Van Valkenburg, executive vice president of Cox Cable, comments, "Off-the-record comments from councilmen, mayors, cable administrators are, 'We understand what the problems are,' etc. But on the record, for the public, the politicians have to do what they have to do. You never know what they're going to say because they have a different constituency they're speaking to when they're speaking from the city council chambers. I can't recall a private conversation with a city councilman or a mayor and rarely a cable administrator, city attorney, city manager or whatever it might be, where we didn't get a very sympathetic hearing on most any problem in a private meeting. You talk publicly; you talk privately."

The problem, as Van Valkenburg sees it, is that cities aren't conducting the relationship as if they are 50 percent partners in the cable system. "They take an average of at least 50 percent of our profits," he notes. "Take a look at a newspaper. In order to distribute their product, they have to utilize the public rights-of-way—the city streets and alleys. They don't get anywhere near the scrutiny we got. We're totally under that public eye, constantly brought up before council. That's an extremely frustrating part of this business."

Given the political nature of the cities' operations, Van Valkenburg foresees a rough time ahead no matter how well city officials may appear to understand the cable business. "In these major markets, mind you, there haven't been requests for rate increases. In the big markets you've got to go back to the Birminghams, Jacksons and Albanys. You don't have rate increases yet in Houston, Dallas, Cincinnati, Pittsburgh, Omaha, etc. That's going to be one huge zoo. Trying to get a rate increase through every citizens' group around is going to be causing us problems and so is every councilman. And that's regardless of our working relationship with the city on a day-to-day basis."

William Ellis

Tunnelling through Denver suburbs.

Economics of the big city

Just how far the cities are going to have to bend in future major market dealings is anybody's guess. But it's becoming easier to make that an educated guess based on the urban track record to date.

Among the 11 cities surveyed, Nashville has the longest operating experience, having marketed cable to half of all households. Penetration there stands at 35 percent and must go 10 points higher once the city is fully wired in order to meet Manager Kurt Jorgensen's target. For Viacom, with a less elaborate system than the others examined for this article, things are going according to plan, and it won't take miracles to bring hoped-for returns on investments. The significant thing about Nashville in an industrywide context is that what for that system is a reasonable sales rate elsewhere could spell real trouble.

There is another city system enfranchised since the first of 1979 with operating experience commensurate with Nashville's, showing similar results. This system, where figures were given on condition the city be unnamed, is nearly complete and has been turned on nearly two years. Penetration is running at 39 percent overall, with a 17 percent rate in the core section, where 30 percent of the households are. In this operator's case, the sales are well below expectations.

In newer systems where a lower percentage of households have been marketed, the results look like this, going from highest to lowest: Omaha, 55 percent; Fort Worth, 52 percent; New Orleans, 50 percent; Pittsburgh, 42 percent; Portland, 40 percent; Indianapolis, 33 percent; Atlanta, 26 percent; Dallas, 16 percent.

The object here is not to suggest which systems are more successful. Each is operating in a unique environment with entirely different circumstances. In some cases, the demographics of the initial service areas are the worst the community has to offer from an economic standpoint. In other instances, the operator is able to build in several relatively upscale neighborhoods at once. The point is what these penetration figures say together. Do they attest to a coming rude awakening for the cable industry, or do they conform to what can be expected in the early operations phases of economically viable markets?

Group W Cable has taken a fairly cautious approach in the last few years of cable franchise bidding, adding some 500,000 homes through franchise awards in communities of under 100,000 population since the beginning of 1981. But the company is no stranger to the major city marketplace, with major investments in Los Angeles, Seattle and New York as well as expanding clusters of contiguous cities in the St. Petersburg area of Florida, Twin Cities suburbs, St. Louis suburbs and Dallas suburbs.

Group W Cable Chairman Bill Bresnan offers this view of a 35-40 percent penetration performance in the initial marketing phase of big city operations: "I don't know if it would scare me, but I'd sure be concerned that we may not have enough revenue for the return on investment. We'd have enough to cover operations and to get some return on capital, but I'd be concerned. I think after the first year, you should be getting 50 percent. Anything under 45 percent after a year or so is subperformance."

Tele-Communications Inc. is another major MSO that has taken a fairly cautious approach to big city bidding, making sure, as Chairman John Malone puts its, that its riskier bids have been joint ventured in a way that "keeps our half of the dog alive no matter what happens."

Malone has been in negotiations involving various potential buyouts of urban cable systems and reports, "The operating margins are from hunger in some of these systems. In big city systems, an awful lot of the projections were based on 40 percent operating margins. They're getting close to their revenue targets in some cases, but the internal churn and operating expenses are much higher than expected.

> 'Here we are pulling off miracles, building more plant in a year than probably anybody in history. But the big story is about how they lopped a branch off a tree.'
>
> Gustave Hauser,
> chairman,
> Warner Amex Cable

"When these franchising guys drew up the bids they didn't take a lot of things into account. It isn't just 60 cents for a cable guide; you have to package it and pay the postage. You have to have enough people answering telephone calls from every corner of the market. Billing is complex. The packages are more complex, so you need more people to explain the service."

Indeed, the telephone call situation has proven far more expensive than anticipated in nearly every market surveyed. In Houston, the volume of phone calls hit 100,000 in August. In Omaha, the inability to get into the Cox system switchboard became a major issue last year. Pittsburgh, Dallas and others have had similar problems, all requiring additional staffing and, in some cases, new telephone systems.

But are these added operational expenses in the early going pointing to significant damage to operating margins once the systems are fully wired? Says Hauser, "I don't think so, because I think they'll settle down. They are high in the beginning. To answer all those phones, that makes for higher costs than expected. But the cost elements don't appear to be fundamental to the business."

Hauser adds that many of these add-ons are functions of the learning process in an altogether new cable environment. "It's

Rob Stuehrk

Denver: Second thoughts about a gold-plated bid.

not in areas we understand very well, such as demand maintenance, preventive maintenance, plant maintenance and so on. It's in all the back office and overhead, and this industry has a long way to go in handling paper. When you get into a big system and you engage in so many transactions, as with people not only connecting and disconnecting, but upgrading and downgrading, changing their mix of product—which is what it should be—requires a much more sophisticated data processing and billing capability than most operators have available to them."

He also notes that keeping up with the immense public relations burden of urban operations is doing nothing to keep overhead down.

But Hauser is far from discouraged by start-up cost headaches and initial penetration figures. To the contrary, he believes the initial selling phase is demonstrating the wisdom of going into the city.

"We seem to be meeting the business targets we had going into these builds, that, in other words, a certain percentage of people ultimately will accept the service, that they will buy a certain amount of product, reach a certain revenue level. That's happening. We don't see anything that says that isn't happening.

"Rather than take a particular area or town and saying if it's happening here, that's what's going to happen elsewhere, you have to look at it almost on an episodic basis. Nothing tells you yet what the ultimate penetration is going to be.

"Take Mesquite, a suburb of Dallas. We've finished Mesquite; it's being marketed. Penetration is 55 percent, and it's running 2.7 pay units. I wouldn't extrapolate and say that's what's going to happen in that time frame in every city, but it's not a bad indicator. When you think back how this cable industry grew, it tells you something. How long do you think it took a system that today is 92 percent penetrated to reach that level? Probably more than a decade, and they needed that service. It was practically a utility, but they still didn't all buy it from day one. And look at what we're achieving now in Mesquite, Texas, in 12 months. How high is up? Will we get to 80? I don't know; we're still marketing. But Altoona, Pa., wasn't at 55 percent in 12 months and that's a 92 percent system.

"Now you go around in the Cincinnati suburbs. It's a big area. I don't have one overall penetration figure, because the marketers haven't done it all yet. You couldn't possibly have enough marketing folks to blitz the whole area in a few months. We're at the 60 percent level in some of the parts that have been marketed sufficiently, and we're still marketing other areas. So I don't know where it all ends up.

"You go to Pittsburgh and watch what's happening. We did 11,300 sales in September. They're blowing the roof off. I don't know what the ultimate penetration in Pittsburgh will be. They did ten thousand and something the month before.

"You have to ask yourself, if you want to assess this whole thing: Are they keeping it? Is the churn showing that after they get it they don't like it? No. The churn in Pittsburgh and Cincinnati is very low, unbelievably low. On the other hand, the churn in certian apartment areas in Houston is high, and that's, of course, the urban market. It has nothing to do with our cable; it's just gypsy country. They don't have leases there. We have all the churn numbers; it ranges. Parts of Houston, very stable, just like Cincinnati suburbs. Then you get into the apartment areas and you have to abandon all prior ideas of churn."

Given that this problem is going to be an "ongoing headache" in places like Houston and Dallas, Hauser is looking at ways to address it. "Throughout the industry, there are unthinking but well-meaning regulations that get in the way. We may have to put in deposits; we may have to limit credit. When you give somebody pay-per-view capabilities, you have open-ended credit.

"I'm sorry, but there isn't a business in this country that just gives open-ended credit to anyone on demand, including utilities. If you want to have credit, they won't give you a phone, they won't even give you power, unless you put up a deposit and all sorts of guarantees. And we're in no different position than anybody else in this world. The city may not think that's the way to go, but they're not running our business. They think they are, but we mustn't allow that. We have to do what we've got to do to deal with those very ordinary business problems."

To the skeptics, and they abound, Hauser's optimism about the ultimate viability of urban operations amounts to wishful thinking. One MSO chief executive, off the record, laughs ruefully at what he refers to as the "list of franchises they wish they hadn't won." Another speaks of the "whimsical franchise proposals" of the last few years.

Commenting on what he refers to as his "realistic" approach to bidding during this period, Bill Bresnan says that, based on initial returns in these markets he's feeling "very good" about the approach his company took. "In fact, I'm feeling better all the time."

Comments John Malone: "I'm a realist in this industry. I'd like to see it grow by evolution rather than by bold leaps of faith. I like the cable business just the way it is. It doesn't have to change radically for me to like it. Most of our systems have basic and one—sometimes two—pays, not three or more. We haven't over-promised, but we're adding 4,000 subscribers per week and 5,000 pay subscribers per week—and that's internal growth, not acquisitions."

If, for example, the data transfer business is potentially a big-ticket item, Malone asks, "Why hasn't AT&T gone out and done it? They already have the poles, and Bell Labs has more Ph.D.s than the entire cable industry has college graduates. These franchise proposals with elaborate institutional networks are pitting cable companies against the Bell System, and it could get them sucked into PUC rate regulation.

"There's probably a small business for

these services in some core markets. If I were a cable operator committed to putting in large institutional loops, I'd go to the local telco and set up a joint venture, leasing them the facilities and letting them handle the business.

"TCI has more experience in data transmission and voice, with our MDS operations, than anybody in cable. If it was going to be an important business for cable, we'd be in it. I'm still waiting for Gus Hauser to tell me what the cable companies can do that Bell can't."

Of alien environments

One of the most skeptical observers around is Tony Hoffman, vice president for A.G. Becker and a former analyst at Bache, Halsey, Stuart, Shields. "The cities are an alien environment for cable," he says. "People in the cities are smart about being taken. Some fast-talking S.O.B. came along and sold a guy three pay services, and now he realizes there's all this duplication and he's pissed.

"These systems were bid on the premise that the 2.5 pay-to-basic rate we were seeing when multipay first came on line would last forever. But in the more mature systems, the averages seem to be heading toward 1.5. There's a horrendous rate of disconnect on second, third and fourth levels of pay. And in the city environment, it's going to be worse. People in the cities have a lot of entertainment at their doorsteps. It's not like the suburbs; they're used to going out. They have movies and nightclubs around the block and a lot of off-air channels of television to choose from if they want to stay home.

> 'I'm a realist in this industry. I'd like to see it grow by evolution rather than by bold leaps of faith. I like the cable business just the way it is.'
>
> John Malone,
> chairman,
> Tele-Communications Inc.

"And there's another problem that hasn't begun to be as big as it's going to get in the cities—theft of service. There's a high concentration of people in the city and more of a 'screw-your-buddy' attitude. As people with some technical know-how learn how to beat the system, the word's going to spread fast."

Hoffman sees little hope for sound profitability if the real costs of building the cities are moving into the $500-per-household range, which he believes they are. At 33 percent penetration, that would put per-subscriber capital costs at $1,500. If penetration is in that range, Hoffman calculates a 10-year depreciation rate of $150 per year per sub together with interest at $225 per year per sub (setting the 10-year interest rate average at 15 percent), all of which adds up to $375 per year or $31.25 per month per sub as the minimum cash flow necessary for break-even with no profit. This means, he says, that based on the presumed cash flow margin of 40 percent underlying major city bids, the per-sub monthly revenue rate is going to have to be $78 just to break even if penetration stays in the 33 percent range. "That's ludicrous; it's outlandish," he says.

"If the penetration rate hits 50 percent," he adds, "you're still looking at $1,000 per sub in capital outlay," which would mean the per-sub revenue rate would have to be $52 per month to hit the break-even cash flow rate, using Hoffman's method of calculation.

Before anyone goes running to sell all his cable stocks, however, one must ask, is anybody really spending $500 per household to build city cable systems, as Hoffman's analysis assumes? Operators interviewed for this article contend that, factoring in inflation, their construction expenditures have been right at projections. If that's so, then the per-household rate of capital costs for these 11 cities has been running at $320.

However, in more recently bid franchises, the cost is higher. In Denver, pegged at total capital outlays of $100 million in a 216,000-household market, the per-home capital cost for ATC's planned system comes to $457. For Boston, won by Cablevision Systems, the projection is $94 million for a 24,000-household market, which, with inflation, would put the per-household cost at close to $400.

The systems surveyed for this article, with an average capital outlay of $320 per household, would need $32.50 per sub per month at 50 percent penetration to meet Hoffman's cash flow break-even criterion. Boston would need $41 and Denver $47.50.

In Hoffman's opinion, the cable companies can't count on much beyond basic and pay to shore up revenues in these new systems. Banking at home and other forms of videotex, he says, are probably going to be big businesses in the U.S., but he doubts the cable companies will have a major role to play. Knight-Ridder, which is going into large-scale commercial operations with videotex in June 1983, will be "covering the country" by the end of 1984, Hoffman predicts.

John Malone

In the end, Hoffman predicts, "You're going to have to go back to the city and weasel out of everything you promised. If you're smart enough, you'll be able to save your ass. But it won't be easy."

To Van Valkenburg, there is no question but that cable must take on the urban challenge. "If you take the view that the cities are not worth pursuing, then what future is there for the cable television industry? You're saying that we will sit back and be a secondary provider of independent signals and programming and that we'll let some other technology serve the entertainment and the communications needs of the people that live in major cities."

PPV and enhanced services: Reality sets in

"We're in an industry that has incremental benefits to offer major urban residents as well as rural residents," Van Valkenburg continues. "It probably will cost us more to operate in the major cities. Certainly Jack Gault (president of Manhattan Cable) would agree it costs him more to operate in Manhattan than it does for ATC to operate up in Albany. But we've got to find ways to make money in those major markets.

"I'm not prepared to sit back and let this industry go into the doldrums. The place for growth of business data communications in is in the major markets. The place for security is in the major markets. It may very well be that the place for interactive services is in the major markets. Certainly that's the case for advertising.

"I won't deny that there are new problems to face in major markets. We have to be very careful as to which ones we try to pick off. When we have bid in major markets, we have made a business judgment as to what we could bid. There were dual-cable bids in Omaha and New Orleans, but we bid single. The winner in Tampa bid dual, but we bid single. We'll take the business, but we're not going to be unrealistic."

In Van Valkenburg's estimation, the initial appeal of entertainment programming will be the make or break factor for the industry in major markets. "But future profitability is in additional services—long-term, incremental profitability."

Cox has established COMMLINE to begin its push into the business communications side of cable services, putting such operations in places like Omaha and New Orleans directly under the corporate umbrella rather than leaving them in the care of the local managers, whose hands are full marketing residential programming services. The same approach is being taken with INDAX, which is still in its experimental phase in San Diego, where some of the market research is being handled by A.C. Nielsen.

> 'We must make every effort to leverage our current subscriber investment to provide these business data services.'
>
> David Van Valkenburg,
> executive vice president,
> Cox Cable

Van Valkenburg responds cautiously when asked whether he believes these operations are going to be major profit centers. As for business communications, he states, "That's a market where there is a well-entrenched, established provider of the service. We have the potential of taking a piece of that market at a relatively better cost to the local business than he could get now with the established competitor.

"That is not, however, a business, either from a marketing or from a technical perspective, that this industry has much expertise in. We have very few engineers with the historical experience to run this business. This market has all the characteristics of a very good opportunity for us. Whether we as an industry will have the ability through management, marketing and engineering to compete successfully, I don't know.

"What I do know is that for us to grow in the latter '80s, this is a market that we have got to work very hard to develop today. We have an advantage. We have the broad spectrum to provide speed as well as volume. But we must make every effort to leverage our current subscriber investment to provide these business data services.

"So far, in Omaha, most of our effort has been point-to-point with an incremental cable. To really make it pay off, we've got to leverage our current capacity to provide true incremental revenue with limited incremental investment. Point-to-point is a significant investment because you have to put in additional cable. We are being extremely careful to design our institutional networks to reflect where the businesses are. We have extensive studies, market research as well as interviews, to determine where the highest probabilities are for business data. We are not building our institutional systems as a dual-trunk, single-feeder concept. We're building it where the market is."

In the case of INDAX, Van Valkenburg says the parameters of the business will be set only after research is completed in San Diego, some six months hence. He believes it will be a strong business, but it will not be implemented beyond the "friendly user" stage in Omaha or elsewhere until those parameters are set.

Like Hoffman, John Reidy, entertainment analyst for Drexel, Burnham, Lambert, is a long-time observer of the cable television industry. But his assessment of major market operations, cautious as it is, differs significantly from Hoffman's.

Reidy begins his analysis by saying, "Investors had euphoria over cable. When the bottom line comes in indicating that it's going to take awhile to start showing the potentially large cash flows from these newer systems, and this constrains the overall profitability of the reporting entity, they get concerned. And overlaid on all this is the furor created by the (Paul) Bortz report, which the NCTA chartered itself for its own political purposes. It somewhat backfired on them in that it has led to more questions than answers. People have said, 'Gee, what's STV going to do, what's MDS and DBS going to do?' I don't think they're going to do anything more now than they were before, which is to gain a modest niche in pieces that aren't cabled.

"So I don't see why anything is different. Big city cable construction takes time, and I guess across the board I would admit from what we now know most market development has proceeded somewhat more slowly than the optimists might have expected, including those in the companies. But it's nothing that shouldn't have been anticipated.

"I think as you get further down the road into the marketing, penetration is going to rise. And I'm not sure the marketing has been all that superb in the first go-round, because they've been so anxious to get the construction done.

"Nobody in their right mind is going to read that 30 percent is the penetration from this. I think it reflects the company's inability to do two big things at once, build and market. Perhaps there was some assumption that the business would come in over the transom. But most of these systems aren't equipped with the order-taking staff to do this. The marketing backup hasn't kept up with the pace of construction.

"Sure, the marketing follow-through represents some sort of a shortfall, but does it mean that people don't want it? I think it means that people haven't been sold cable."

Sell, sell, sell

The marketing question, of course, is not limited to understaffing and backlogs. Two other major factors bear on cable's urban marketing performance: the unwillingness to pursue major advertising campaigns before the system is completely built and a widely recognized lack of marketing sophistication in the industry.

David Van Valkenburg

The first of these factors may be the most important issue overlooked when people begin to assess cable's appeal in the city based on marketing success so far. Already, with phone lines jammed and city officials aggravated at the inability of operators to handle every call, the cable systems have reached their limits in accommodating public curiosity about the new medium. As much as they would like to pull out all the stops to promote cable services, operators remain maddeningly restrained from utilizing the most potent marketing tool around—mass media advertising.

ATC is about to break out of this bind in Indianapolis, where the new system manager, Jeff McQuinn, has persuaded corporate officials to proceed with an ad campaign, even though the system is less than 40 percent complete. McQuinn, new to cable with a background in retail marketing, is reluctant to discuss the details of this "test shot," which, he says, did not easily win approval in Denver.

The system will have to gear up to handle more calls. But McQuinn is "less than exhilarated" over the sales pace so far. "I have no question but that the approach has to be different in marketing, that it must be somewhat more mass-oriented to soften up the marketplace. It's not just knocking on doors. That's not quite doing the job."

As the cable industry comes to grips with the other drag on its city sales pace mentioned above—the lack of marketing expertise—the changes are beginning to show. Dallas, Indianapolis and Cincinnati all have new managers with extensive marketing backgrounds outside cable, replacing individuals with more traditional cable operating experience.

Gene Sherman comes to the Dallas system from Xerox. His presence on the scene has inspired confidence on the part of the cable board that Warner's marketing pace in Dallas soon will accelerate. Joe Barta comments, "With Gene Sherman, we're going to get there. I think we're going to see a quick turnaround in marketing. In fact, they just told us that they're going to try to increase the number of subscribers they're turning on from 100 or 150 to 200 a day. Up from 150 a day to 200 is a pretty bold leap."

Barta, incidentally, recognizes the difficulty of marketing without being able to resort to mass media advertising and gives the company high marks for the professional quality of its marketing effort so far.

Warner's new manager in Cincinnati, Bob Montgomery, comes from a background of marketing computers and sees similarities between the stage of development cable is in now and where computers were in the '60s.

"We built a big black box and figured it could do two or three things, and we could make money with those," he says. "So we started peddling it only to look back in amazement five years later to see what that black box was doing—most of the time none of the things we thought it would do and 50 things we'd never even thought of. As much as we don't know about cable, we sure can't expect the community around us to know more.

> 'These systems were bid on the premise that the 2.5 pay-to-basic rate we were seeing when multipay first came on line would last forever.'
>
> Tony Hoffman,
> vice president,
> A.G. Becker

"The package that we have, that our marketing people have put together, and the techniques that we have to push it are vastly improved over anything that I've seen or heard of in the cable industry heretofore. But right now it's still only maybe four on a scale of 10, and I think everyone realizes it's going to get better and better.

"In interactive programming, we've just scratched the skin. That's the most exciting aspect of this business. In QUBE, we don't have something that's just television. It's total communications. Participatory television isn't so much a selling point; it's effectively a reason for existence. It's going to be the thing that will cause people to become literally dependent upon this method of communication in years to come."

In Reidy's opinion, the cable business, in addition to overcoming its limitations in marketing, will probably need to succeed in pay-per-view and advertising to ensure strong profits in the urban environment. But Reidy doesn't see cable's task in the cities as particularly overwhelming.

Asked what the cash flow margin should be, he replies, "Forty percent, hopefully. That's really going to depend on the mix of services people take. I think the 50 percent days have to be gone when you're not even making that on the incremental pay services, since you're discounting them.

"But I think most operators would be satisfied to see the typical subscriber paying $25 per month, which I think is a very reasonable estimate in the cities. So three hundred bucks a year bringing in $120 or $125 in cash flow would not be a bad objective from present services. Now, if you start adding in pay-per-view, I think you could push your growth cash flow significantly above the $120, and you might even push the margin up a little bit. In fact, it may require incremental services like pay-per-view to bring these margins out to where you want them in these metro areas."

Reidy says the pay-per-view objective, to achieve an upward push on the cash flow margin, should be at least $10 per month. "If you pay an extra $60 for the addressable box, let alone what you pay for the Warner box, and you're going to keep four bucks a month as the operator, I think the operator's and the programmer's objective would be to get 10 bucks a month.

"But pay-per-view, we believe, will emerge as that probably necessary incremental revenue stream to make these systems turn out to be good investments, as opposed to so-so. No one's talking about cable going bankrupt. No system ever has. What the marketplace may be debating is whether it would have been better to put all of this into long-term bonds. If you'd done it four or five months ago, it might well have been.

"But with the increment of pay-per-view—and I'm not sure you can add on too much else other than an advertising increment—we think it's going to work out all right. But you can't prove it yet."

Adding $2 per sub in advertising revenues, together with $10 for pay-per-view to the $25 figure cited earlier, Reidy gets a yearly per-sub revenue of $450 or so. "Then you've got a cash flow of about $180, and it doesn't look like such a bad business—a good return, before depreciation, on a $700 or $800 investment."

Are such heady projections realistic, or is Hoffman's vision of the urban operator being forced to weasel out of his commitment the more likely scenario?

Pay is preferable

A number of issues have been raised in the foregoing discussion bearing directly on this question: penetration, pay-to-basic ratio, appeal of pay-per-view, the role of ancillary services, the soundness of operating cost projections.

So far, basic penetration performance in the cities surveyed for this article tends to support the Hoffman analysis, as does the prevalence of operating cost overruns. But, in the case of penetration, given the reluctance to use mass media marketing techniques and the location of most first-phase operations at the city core, penetration alone is not enough to go on.

Pay-to-basic, at better than 2-to-1 almost everywhere, presents a more positive picture, but there the 10-billion-dollar question is, will it hold? Omaha Manager Jim Vodak says that when he sees ratios in the 3-to-1 range, he knows he's going to see a "tremendous amount of downgrading," but 2-to-1 appears to be holding in Omaha.

Bill Groom, the Cox manager in New Orleans, says pay-to-basic is running at 2.5, and that 60 percent of the subscribers are taking three or more pay services. "The question is how much churn we'll have," he says and echoes many operators when he comments, "Quality of programming is the question. I'd like to see more differentiation. This is what people complain about—not enough differentiation."

This is a much-publicized theme in the cable business, but so far, these cities, if anything, seem to be faring better than many areas that have instituted several levels of pay service. In Pittsburgh, where the pay-to-basic ratio is at 2.4, the churn rate is only 1.5 percent, which Manager Ted Campbell says is "much less than we budgeted for."

A better than 2-to-1 pay-to-basic appears to be holding in many other cities as well. Thus, while it's too early to say just how strong this early indicator is, it does bode well for the cities surveyed.

One interesting development in big city cable sales is that the lower tiers of basic programming are not proving to be very popular, which raises the question of whether it is useful to be offering such service levels at all, given the confusion they may lend to an already complex service array.

For example, 97 percent of Pittsburgh's subscribers are at the top QUBE tier. In Omaha, the number of subs at Tier III, the access tier for pay programming, is in the high 90s, according to Jim Vodak. The free "universal" tier, which has figured in so many bids around the country, is being taken by all of 20 subscribers in Omaha.

In Portland, one subscriber is taking the free service; eight are on Tier II, which opens access to HTN, and only 200 are on Tier III, which at $7.95 buys all the pay

William Ellis

After the build: penetration worries.

services. All the other 14,300 or so subscribers are on the $10.45 Tier IV, where the most attractive basic services have been positioned. In fact, the low sales rate of Tier III has taken Rogers and Manager Frank Nuessle back to the drawing boards. They fear that Tier III, while attractively priced, doesn't offer enough of the popular basic services and that the high price of Tier IV may be keeping people from subscribing who may want those basic services as much as they want pay programming.

To the extent, then, that top tier acceptance is exceeding cable company projections, another mark can be added to the plus side of the big city cable ledger.

Positioning for pay-per-view

Pay-per-view in these cities is a harder issue to grapple with. For one thing, among the cities surveyed, only the Warner Amex systems have a full menu of pay-per-view programming, and the only one of the Warner systems surveyed with a significant amount of time operating pay-per-view is Pittsburgh. There, the average monthly pay-per-view revenue from the 97 percent of subscribers with QUBE capability has been running at $5.

Five channels are devoted to "Viewers' Choice" pay-per-view programming with an additional channel offering the "Viewers' Choice" guide. Prices for the 25 or so movies offered each month range from $23 for fare on the "Drive-In" and "International Film Festival" channels to $4.50 for "First-Run" movies. The list of films in October included *Chariots of Fire, Conan the Barbarian, The Sword and the Sorcerer, HankyCat People, Quest for Fire* and *Sharky's Machine*, to name some of the better-known titles. Only *Chariots of Fire* was priced at the top $4.50 level.

'. . . It (the marketing approach) must be somewhat more mass-oriented to soften up the market place. It's not just knocking on doors. That's not quite doing the job.'

Jeff McQuinn,
manager,
ATC Indianapolis

Pittsburgh, not to mention all the other systems surveyed, has a long way to go to get to the $10 per subscriber level that Reidy sees as important to overall profitability. But in Gus Hauser's opinion, the industry is well on its way to vindicating the optimism he and others have long held about pay-per-view.

"I think, without question, pay-per-view is now established in the minds of all the professionals in our industry," he states. "You've seen all the turmoil that's going on with people positioning themselves to take advantage of this one way or another. All of this hasn't settled down yet, so it's not clear who will do what. But the ability with one-way addressable equipment or interactive addressable, which permits impulse buying and also permits a menu of pay-per-view, to provide all kinds of programming to any kind of audience of any size, much of which would never be on a subscription channel, really opens totally new horizons.

"It opens horizons for the culture, for example, that CBS couldn't cover by advertising. Those who want opera will get just opera. Those who want just ballet will get ballet. You don't need a whole channel. You can give them one hour of ballet a week, a day, whatever they want.

"It's the whole idea of the video magazine. Maybe there are only 310,000 people nationwide who are interested in a particular type of program. So what? Many magazines survive on that.

"It's the concept that we've always had, when we started QUBE five years ago—that if you can put a program out there and there are, as I think there will be in, say, five years, 20 million homes that can buy it and you sell that program to a fourth of those homes, whether it's a prize fight, major motion picture or a special event created for the home viewing market, that's $25 million in one shot.

"That's money, and they're all seeing it. It's happening. Counting STV, there are about two million homes where you can address a program (with the Warner Amex QUBE universe now contributing 200,000 to the total). The cable side of it is coming up fast. We've been delayed by the lack of adequate one-way addressable equipment. That's being corrected. Nobody has to push the cable operator's nose into economics. He understands there's money to be made in this. He's putting the boxes in.

"And we know that when we offer the product, people buy it. If the NCAA television deal comes apart, if the court on appeal approves the lower court's ruling that it's an anti-trust violation, wow! You'll see football games that never got on TV being sold on cable systems—a bonanza."

Hauser's mention of the lack of adequate one-way addressable equipment raises what may be the key issue in determining the pace of pay-per-view development in all markets, large and small. In Omaha, for example, Jim Vodak says the system was forced to "put some other boxes out" because Oak's TC-56 wasn't performing consistently when initial subcribers went on line. However, the problems appear to be rectified and the TC-56 is now in use. Vodak gives Oak high marks for swift attention to problems when they've occurred.

In Atlanta, Cable America had to turn on 16,000 subscribers without the Jerrold 54-channel converter intended for use in those homes. All 16,000 are now using the Jerrold, which is not addressable.

Barry Moore, manager of the Atlanta system, says he would like to have addressable capabilities, but after the hassles attendant to swapping converters in this phase of system development, he doesn't want to have to go through the process again any time soon.

Among the systems surveyed for this article, Nashville has the longest running experience with addressable converters, and Manager Kurt Jorgensen is pleased with results. Jorgensen said the "lion's share" of the system's 28,000 subscribers are taking the top package, priced at $33.95. He attributes this in part to the fact that "we do not mind customers trying the top level and downgrading away from whatever services they don't feel are necessary, since we can do that electronically."

He adds, "We are happy with the Oak TC-35 for the moment as a stable and dependable converter and are extremely happy we were able to start off with an addressable converter."

Jorgensen is upbeat on pay-per-view, having experimented with the service on two occasions during the past 18 months. The Nashville system offered the Leonard-Hearns and Cooney-Holmes fights, which drew 18 percent and 15 percent of the system's subscribers, respectively, at $15 for each fight.

Frank Nuessle in Portland is another operator expressing satisfaction with addressable performance. "The Zenith Z-TAC is a terrific unit," he says, adding that the two-way interactive version is in the early stages of installation. Nuessle sees the impulse buy and interactive programming potentials in the new unit as major advantages for his system.

Clearly, even in major city markets with commitments to addressability, pay-per-view is slow in developing. And some MSOs remain reluctant to commit themselves to addressable products.

In Indianapolis, for example, the management still is awaiting a decision from ATC about addressability. The signs are pointing toward development of an in-house product, which could delay a large-scale corporate switch to addressability well into 1983 or beyond.

Making addressability work

At Group W, Bill Bresnan reports, "We're not real pleased yet with the quality of converters. There are a number of problems, one of which is putting an

Viacom Cablevision of Nashville: Halfway to the finish line.

expensive unit in the home. But more important than that is there still is a high level of infant mortality. Some popular brands that we've put into our systems have had a failure rate of 30 to 60 percent. They're getting better, but they have a long way to go."

Group W has put together a task force involving people from Westinghouse R&D units as well as operations and technical experts from the cable side to look at converters. In the first phase of the study, the task has been to determine which, if any, of the off-the-shelf units available can meet Group W Cable's current needs. Bresnan believes pay-per-view is the next big area of service development and wants to be positioned to take advantage of the opportunities.

The second phase of the study, to be completed next year, is to establish "from scratch" technical standards for the equipment to be purchased in 1985 and beyond. "Let's start with a clean slate and determine the kind of box we want, according to our technical and marketing experience," Bresnan says. "In the past, we have been a manufacturer-driven industry. We think we should be market-driven."

'We've had strong local receptivity (to our advertising sales) . . . from local merchants within driving distance of Nashville . . . it's a good buy.'

Kurt Jorgenson,
system manager,
Viacom of Nashville

Bresnan reports that the first phase of the study has left Westinghouse R&D people "appalled at what they saw. They can't believe the quality that this industry puts up with."

A major crack in the barrier to industry-wide preparations for pay-per-view occurred last month with the TCI announcement that it will install 750,000 Jerrold Starcom units over the next three years. In an interview prior to the Starcom decision, TCI President John Malone indicated he was not pleased with the alternatives available but that the need for addressable capabilities was pressing. One of Malone's chief complaints was the fact that manufacturers incorporate decoder and converter into one in-home unit. With the growing prevalence of high-channel capacity, cable-adaptable television sets, Malone wants to have the option to buy a simple out-of-home security device that works with any style of converter.

TCI's decision is a good indication that the advantages of addressability are strong enough to overcome the barriers that have stifled pay-per-view market development. As the long-awaited shift to addressability finally occurs, John Reidy's prediction of a $10-per-home pay-per-view revenue stream in major markets finally will receive a fair testing. But, meanwhile, that revenue stream is not to be counted on as a major contribution to cash flow in the early years of urban cable operations.

Reading the screen

Whether ancillary services, including security, videotex and business communications, will raise the cash flow margin, there is even less to go on in assessing this potential among currently operating major city systems.

The only city among those surveyed where cable security is a business is Omaha, and there the signs are good. Jim Vodak reports that 400 homes, paying an average of $1,250 for installation and $9.95-$18.95 per month, are on the Cox Security system, which is competing with several other established security businesses.

Vodak points out that the security arm of Cox operations is being marketed apart from cable sales to avoid any appearance of unfair advantage. He says the new service, operating on its own, has become one of the city's leading suppliers. So far, Cox Security is using phone lines, just like its competitors, and is predicating its sales pitch on the ability to provide around-the-clock monitoring and superior equipment.

But the cable industry as a whole remains divided over the question of how viable security is and whether cable operators belong in the business at all. The fact that out of the cities surveyed for this

'TCI has more experience in data transmission and voice, with our MDS operations, than anybody in cable. If it was going to be an important business for cable, we'd be in it.'

John Malone,
chairman,
Tele-Communications Inc.

article only one has a security operation up and running would indicate that no matter what its eventual potential, security is not to be counted on as a significant revenue stream in major markets for some time to come.

The story is much the same with regard to videotex. INDAX, originally slated for introduction in Omaha last summer, is now being brought along more slowly, pending, as noted earlier, the outcome of research in San Diego. Warner Amex, the only other major city operator surveyed with a "friendly user" videotex operation, is in no hurry to get the business underway.

Says Hauser, "I don't question that it will be part of the business at some point. We're going to have to evolve into it. My feeling about it is the cultural willingness to use this kind of service is growing because there are people all over the country, a whole generation, who are accustomed to QUBE—to video games, to home computers, VCRs, etc. And that generation is going to use this kind of service very readily."

To the question of whether videotex ultimately is going to be a cable-oriented or phoneline-oriented service, Hauser offers these observations. "Cable is capable of delivering video. That's going to be very important. I don't think some applications will be successful with just reading on a screen. This is true of shopping, for example. People don't want to read that much; we're a video society. Shopping for many items requires seeing the item, as you would in a catalogue. Shopping, which will be a major part of this developing area, requires pictures, and only cable can deliver pictures. And, of course, cable delivers information much faster and offers more capacity than phone lines. Videotex is very boring; people won't buy it."

To the fact that the video part of videotex will be essential to market appeal Hauser adds another observation in sizing up this market. "Bear in mind," he says, "none of these things can happen all by themselves. The costs of doing them are too high. They have to be spread over more than one service. If a terminal is in your home and with that terminal you can shop, do banking, retrieve all kinds of information, order tickets, or whatever, you have a number of revenue streams paying for the terminal. If it's just banking, it may just be that the whole setup is too expensive for that one service. It all has to be integrated."

Such integration, if it is to come on a widespread basis in cable, obviously is a long way down the road, and given the presence of Knight-Ridder and others as phoneline providers, cable in any event is going to have some head-to-head competition in development of this market. Videotex as a revenue mainstay in major market cable operations is far from a certainty.

While industry opinion is split on the question of cable's potential in delivering business communications services, the urban market indicators are a little clearer in this area of ancillary services than they are in security and videotex. So far, the signs are very positive.

The complexities of the pros and cons of the industry debate over cable's opportunities in this market are beyond the scope of this article. Certainly there are many industry leaders and observers who, like John Malone, believe the industry has little to gain in pursuing business communications.

But at the system level, many managers are convinced there is definitely a market worth pursuing. In Pittsburgh, for example, Ted Campbell reports that a Carnegie-Mellon study covering every major corporation in town has found a tremendous unfilled demand for local loop services.

Warner Amex, like Cox, has assigned a corporate level division to commercial services and regularly sends people from headquarters to work with the Pittsburgh staff in developing the market. In one of its first forays into the business, Warner of Pittsburgh has taken on AT&T head-to-head in a bid for the contract to wire Carnegie-Mellon University in what has been billed as the most extensive data communications system ever devised by such an institution. The project is designed to permit every student access to the data stream through personal terminals.

Campbell reports a "high degree of frustration" among downtown businesses looking for adequate line capacity to handle their communications needs. "Many of these companies have put in new private telephone systems and are looking for voice, video and data interconnects," Campbell says. "Our job is to train the people at U.S. Steel, Alcoa and elsewhere to think about cable as an alternative. We hope this is going to be a huge business for us in the next couple of years."

The fact that, out of the cities surveyed for this article, only one has a security operation up and running would indicate that no matter what its eventual potential, security is not to be counted on as a significant revenue stream in major markets for some time to come.

Hospitals, he notes, are especially aggressive in their desire to tie into the cable network. The 23-hospital consortium in Pittsburgh wants to use cable to expand education capabilities as well as for administrative purposes.

In Omaha, there are two data transmission links contracted for, involving the University of Nebraska and the *World Herald*, the city's major newspaper. The system has its own COMMLINE operation and the local manager, Ron Johnson, works directly with the corporate people under the direction of Bob Patrick in Atlanta. The goal, as noted earlier by Van Valkenburg, is to bring commercial users into the system without adding extensive extra plant mileage.

Portland's Cablesystems Pacific is another cable operator moving quickly into the business communications field. Frank Nuessle reports the system is under contract to provide data transmission for two entities, the county government offices and a local bank, hoping to prove the dependability and advantages of using coaxial cable. The bank experiment, Nuessle says, will be particularly important in serving as a demonstration to the business community.

In the county government operation, he notes, the system has been successful so far in demonstrating that the cable link works. In one instance where a city crew cut the cable data line, the system was able to identify the outage and install the splice within an hour of outage.

The city government in Portland has been looking hard at using coaxial as its voice and data transmission needs expand. Cable Communications Director Don Weidner says that, with the AT&T break-up, he foresees "drastic increases in leased line costs. In our estimation, the cable company will be able to provide services at perhaps 50 percent of the eventual phone company costs."

Such developments in these cities—together with several franchise-bid related marketing studies in Denver, Montgomery County, Md.; Detroit; New York City and elsewhere—point to an emerging potential for sizable revenues in business communications for cable operators. If these indicators prove accurate, this end of the cable business in urban markets could become an important factor in achieving profitability in these franchises.

Advertising

Advertising is another area where the local system commitment demonstrates strong managerial confidence in revenue potentials. However, so far, there is little to go on in urban market advertising results.

Among the systems surveyed, the one with the most experience in local advertising is Viacom of Nashville. Six people, including two full-time salespersons, are devoted to advertising sales, including the selling of space in the system's guide. Five more people, including two salespersons, will be added to the staff next year.

According to manager Kurt Jorgensen, the system expects to be taking in $500,000 in advertising annually, once construction is completed. "We've had strong local receptivity," he says. "We're continuing to see results after advertising runs that indicate we were able to create traffic, and in the advertisers' opinions, it's been a good media buy. For example, a major department store was able to identify an increase in traffic that could be related to the buy at Viacom.

"The uniqueness of cable television advertising," he adds, "is that it makes television available without the giant funds necessary for a broadcast purchase. For local merchants right in Nashville, within driving distance of the people we reach, Viacom's local advertising on these attractive national satellite networks gives them a reasonable opportunity at television advertising at prices competitive with other media geared to the local market."

Although coordination of local advertising with the national satellite networks remains a problem, Jorgensen says the results are worth the hassles.

With a potential penetration in the 75,000-subscriber range, the system goal of $500,000 in annual ad sales would put the per-sub ad take at a little better than 50 cents per month. This is well below Reidy's $2 optimum, but at least it's headed in that direction. With other sytems gearing up to mount the same kind of effort Nashville has, it looks like local advertising revenues are going to make some contribution, at least, to cash flow.

There, the average monthly pay-per-view revenue from the 97 percent of subscribers with QUBE capability has been running at $5.

The bottom line

With all these elements of urban operations in mind, there appears to be no question that cable faces a stiff challenge in the cities. As ATC, one of the more conservative bidders throughout most of the franchising epic, comes to grips with this challenge in Denver, its operations strategy there could be a harbinger of the tack MSOs will take as the ever more expensive new-builds come on line.

Fred Dressler, ATC's vice president for new market development and the new president of Mile Hi Cable, was asked how he counters Tony Hoffman's gloomy assessment of major city operations. "I'm not sure I do," is his reply. "I don't quarrel with the theory behind his outlook. I'd be happy to go on record as saying that one of my major and first responsibilities at Mile Hi is to minimize capital requirements wherever possible."

Dressler says ATC's market research in Denver so far indicates the company can expect to get an average of $30 per month from each of its subscribers. This sales figure (with penetration unspecified) is based only on purchases of basic and pay programming without factoring in potential advertising, security, business communications or other revenues. The figure does include revenues for guides, second sets and remote control devices.

Dressler says he believes Mile Hi has a "reasonable chance" at a good return on investment at that per-sub revenue rate if he can trim many millions of dollars off capital costs, which were projected at $100 million in the bid *pro formas*. So far, Dressler's efforts have paid off. The first big breakthrough, he says, was the securing of real estate for Mile Hi facilities at prices "several million" dollars below *pro forma* estimates. He also expects to save money in building costs.

Pending at the time of publication was a request before the City Council that would cut the capital budget even further. Dressler says Mile Hi wants to install three headends rather than four as originally planned. He says engineers have determined that, by using Century III Feedforward amplifiers instead of Scientific-Atlanta equipment for Mile Hi's dual 400 MHz trunk, they can adequately serve Denver from three headends.

'All we've said is, we're considering all alternatives based on the legal and economic implications of the present situation.'

Fred Dressler,
president,
Mile Hi Cablevision

Fred Dressler

Dressler believes the city is willing to cooperate with the cable company in ensuring that the business is a success. In fact, he notes, the lingering political intensity from the franchise battle may be working in Mile Hi's favor, since the city is anxious to demonstrate it acted prudently in granting the contract.

Dressler, who says he was looking at "the same doomsday scenario Hoffman is talking about" when he took over at Mile Hi, also has succeeded in winning city agreement that it "doesn't need all the bells and whistles of the franchise proposal in the first year." Instead, Mile Hi will be allowed to phase in studios and other giveaways over a four- or five-year period with the understanding that as studios go in, if they're not used to capacity, there won't be a demand that others be built just because they are in the franchise contract.

**Prior to press time "Rocky Mountain News" reports in Denver suggested a suit brought by Mountain States Legal Foundation seeking to overturn the Denver franchise on First Amendment grounds was causing Dressler and Mile Hi second thoughts about continuing system development. Also cited were the company's misgivings over the extent of capital commitment in the face of the market conditions discussed in this article. Commenting on these reports, Dressler said, "All we've said is, we're considering all alternatives based on the legal and economic implications of the present situation. We're running economic models on the ramifications of all such alternatives and will take the question to our stockholders once we have the necessary information. All we told the newspaper is, we're considering all options, and when asked whether that means one of the options would be not to build, the answer was, yes, but that's just one of 20 options. But, of course, that became the headline. The suit has changed the situation, and it's our responsibility to examine it. That's all we're doing."*

The capital cutbacks and city concessions sought by Mile Hi are a long way from the

Warner of Pittsburgh has taken on AT&T head-to-head in a bid for the contract to wire Carnegie-Mellon University in what has been billed as the most extensive data communications system ever devised by such an institution.

wholesale retrenchments represented by Hoffman's suggestion that the cable operator will have to "weasel" out of all his commitments. Rather, with the urban cable economic reality being what it is, Mile Hi's and the city's actions constitute a joint attempt to provide the public with the maximum array of services feasible without threatening long-term viability of the system.

In Portland, Frank Nuessle is disappointed at the level of sales so far, which is hovering at 40 percent of homes passed. "I thought we'd get 50 percent right out of the box," he says. So did many other operators. That many aren't is not necessarily a sign that urban operations will turn out to be the mire that saps industry vitality.

As noted earlier, it will be two, sometimes four or five, years before these systems are wired sufficiently to permit mass media advertising, and much needs to be learned about packaging and marketing in the meantime.

In addition, it is important to remember that the cities will provide the universality essential to survival of the industry as it is currently positioned. Many observers point out the suburbs as the localities where cable's focus should be. Group W's now-complete Irving, Texas, system outside Dallas is running at 70 percent penetration with a pay-to-basic ratio of 3.25. The Warner Amex system in nearby Mesquite, only a year into operations, is already at 55 percent penetration with a high pay-to-basic ratio. Meanwhile, Warner Amex struggles to sell cable in Dallas.

But these lucrative, high-capacity suburban systems that can offer a full array of attractive basic as well as several pay tiers couldn't do so without the conviction on the part of service providers that the ultimate cable universe will be large enough to support such menus.

Further adding to the significance of the city systems beyond their individual potential for profitability is the new wave of clustering on the part of MSOs that is just beginning around the country. Most of the executives interviewed for this article brought up clustering as an essential part of their game plans. As the cable companies effect the deals that transform metropolitan regions from the incongruity of feudal fiefdoms into sensible operations centers, the city systems will look a little less like the beleaguered fortresses of an industry gone berserk.

And there's another countervailing factor that must be weighed against current economic reality in the urban marketplace. Each of these systems represents a sizable new business in the community served, operating more like a multifaceted local company than the arm of a national corporation.

For the 400 people going to work every day at the 85,000-square-foot facility in Pittsburgh, QUBE Cable is an opportunity to make a go of it in television, a medium once thought to be beyond the reach of most. With program production facilities worth $7 million and links to virtually every sector of the city's cultural and social structure, these people have the foundation from which to build lasting careers in the medium. It is hard to imagine that any city population will long resist the juggernaut such combined energies are likely to produce. ■

Ed Campbell, president, and Don Turner in Warner's Pittsburgh control center.

State comparisons

	Arizona	California	Hawaii	Nevada	Total
Number of systems	63	300	10	16	389
Number of communities served	107	654	34	30	825
Basic subscribers	161,718	2,556,238	154,597	73,407	2,945,960
Pay units	82,718	1,150,668	106,576	20,645	1,360,607
Homes passed	277,814	5,240,361	274,617	150,092	5,943,079
Plant miles	2,785	69,106	2,700	1,223	75,814
Basic/HP	58.2%	48.8%	56.3%	48.9%	49.6%
Pay/basic	51.2%	45.0%	68.9%	28.1%	46.2%
Subs per mile	58.1	36.9	57.3	60.0	38.9
Homes per mile	99.6	75.8	101.7	122.8	78.4

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Suite 200
Los Angeles, Calif. 90069
(213) 278-3072

Cinema Products Corp.
2037 Granville Ave.
Los Angeles, Calif. 90025
(213) 478-0711

Cinemerica Satellite Network Inc.
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Beverly Hills, Calif. 90210
(213) 550-1563

Cleanweld Products Inc.
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Baldwin Park, Calif. 91706
(213) 969-5811

Cleanweld Turner
16016 Montoya
Baldwin Park, Calif. 91706
(213) 895-4545

Clear-Com Intercom Systems
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San Francisco, Calif. 94107
(415) 861-6666

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Concord, Calif. 94520
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Cohu Inc., Electronics Division
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San Diego, Calif. 92112
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Columbia Pictures Pay TV
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Communication Marketing Inc.
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El Cajon, Calif. 92020
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Communications Library
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San Francisco, Calif. 94103
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Communications Marketing Inc.
2326 Tampa Ave.
El Cajon, Calif. 92020
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Compact Video Sales Inc.
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Burbank, Calif. 91506
(213) 843-3232

Compact Video Services Inc.
2813 W. Alameda Ave.
Burbank, Calif. 91505
(800) 423-2277

Conrac Division, Conrac Corp.
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Coving, Calif. 91722
(213) 966-3511

Control Video Corp.
578 Division St.
Campbell, Calif. 95008
(408) 866-7447

Convergence Corp.
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Irvine, Calif. 92714
(714) 549-3146

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Diamond P Sports
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Drop Shop West Ltd.
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Hayward, Calif. 94545
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Dynair Electronics Inc.
5275 Market St.
San Diego, Calif. 92114
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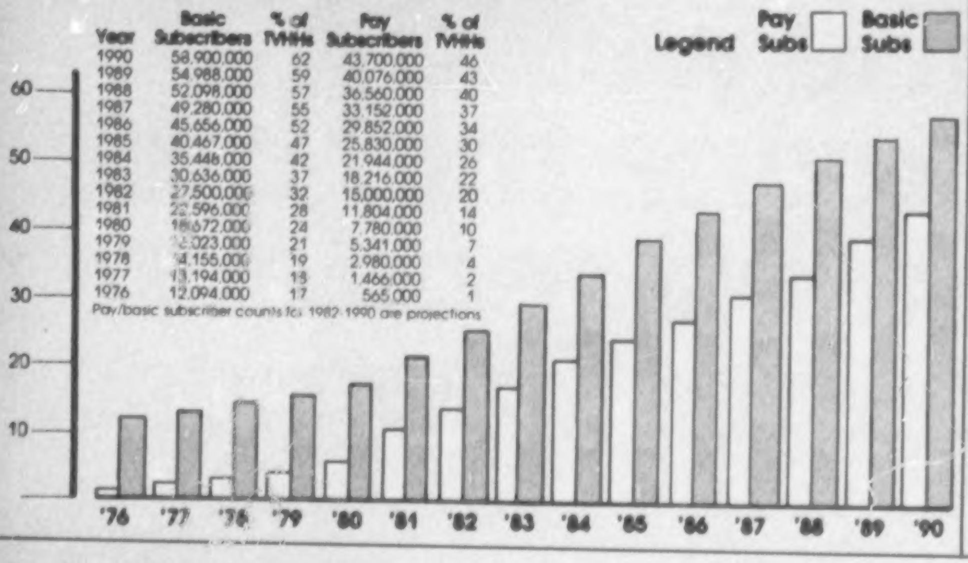
Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,446,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,9[illegible]1,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Warner Amex (Nickelodeon/ARTS)	1
PTL Satelliten Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, JISAL)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, Cabletext, Reuters News View, North American Newstime/The Travel Channel, Dow Jones Cable News)	6
ESPN	7
CBN Cable Network	8
USA Network	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex owned (for CNN2)	15
Showtime, ACSN, National Jewish Television, HTN Plus	16
Showtime, (Cable Health Network)	17
Reuters, Eternal Word Television Network (8 p.m.-12 a.m.)	18
C-SPAN	19
HBO (Cinemax-east)	20
Landmark/The Weather Channel	21
HBO/Modern Satellite Network, leased for Daytime	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IV (RCA Americom)	**Transponder**
ESPN (Bravo)	6
National Christian Network (Escapade)	7
RCTV/The Entertainment Channel	8
Warner Amex	11
Showtime (subleased to Compact Video)	15
Trinity	17
HBO	18
American Network	19

Satcom V—Projected launch mid-1983
Satcom I-R—Projected launch September 1983
Satcom II-R—Projected launch September 1983

Westar IV (Western Union)	**Transponder**
CBS Cable	3D
Wold Communications	5D
Wold Communications (Financial News Network, SelecTV)	5X
SIN	8X
Wold Communications—pay service TBA	9X
Wold Communications (EROS)	10D
SPN	11X
GalaVision	12X

Also, ABC TV, Bonneville, PBS, Hughes Television Network, American Satellite, Intelsat, and Equatorial will have transponders on Westar IV.

Westar V (Western Union)	**Transponder**
Hughes TV	1D
CBS/Fax	1X
WOR (subleased from Westinghouse by Rbt. Wold Co)	2D
Dow Jones/UTV Cable Network	2X
Citicorp	3D
Dow Jones	3X
CBS Cable	4D
Satellite News Channel I	4X
American Satellite Co. (AmSat)/TCI	5D
AmSat	5X
Satellite News Channel I	6D
AmSat	6X
AmSat/DCM	7D
Satellite News Channel I	7X
Satellite News Channel II	8D
Satellite News Channel I and II (incoming)	8X
Nashville Network	9D
Satellite News Channel I	9X
Citicorp	10D
American Medical Buildings	10X
Group W Satellite Corp. (east)	11D
Digital Communications Corp	11X
Group W Satellite Corp. (west)	12D
TCI/BET	12X

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Launch date pending demonstration of market demand. 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3) Pop Network (3) SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1) and NBC (1).
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz.
Spacenet III—presently being built.

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Cable stats

Satellite-fed cable programming services

Basic services	Affiliates[1]	Subscribers[1]	% change in homes from 9/30	
ACSN: The Learning Channel	262	2,000,000	+8.4	
Alpha Repertory Television Service (ARTS)[2]	1,725	8,000,000	N.C.	
Black Entertainment Television (BET)	101	2,519,869	+25.9	
Cable Health Network (CHN)	462	4,100,000	N.A.	
Cable News Network (CNN)	2,882	15,827,000	N.C.	
CNN Headline News	297	2,075,000	+8.9	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	10,500,000	N.C.	
CBN Cable Network	3,245	18,200,000	N.C.	
CBS Cable	500	5,000,000	N.C.	
Daytime	533	7,200,000	N.C.	
Dow Jones Cable News	65	480,000	+1.5	
Electronic Program Guide (EPG)	58	821,490	N.A.	(9/82)
Entertainment and Sports Programming Network (ESPN)	4,856	18,780,114	N.A.	(9/82)
Eternal Word Television Network (EWTN)	35	670,000	+11.6	
Financial News Network (FNN)[4]	594	8,236,524	+1.4	
Modern Satellite Network (MSN)	408	6,029,540	+5.1	
Music Television (MTV)	825	6,750,000	N.C.	
National Christian Network	72	1,690,377	N.A.	(9/82)
National Jewish Television	103	2,238,600	+2.9	
Nickelodeon	1,900	9,000,000	N.C.	
North American Newstime/The Travel Channel	114	876,000	N.A.	(7/82)
PTL Television Network	600	6,500,000	N.C.	
Reuters News View	375	3,800,000	N.A.	(9/82)
Satellite News Channel I (SNC)	425	3,100,000	N.C.	
Satellite Program Network (SPN)[4]	369	8,014,369	N.A.	(9/82)
SIN Television Network[3]	199	25,531,400	N.C.	
Trinity Broadcasting Network	235	2,300,000	+1.4	
USA Network	2,300	13,000,000	N.C.	
The Weather Channel (TWC)	550	6,000,000	N.A.	(9/82)
WGN	3,369	9,448,079	N.A.	(9/82)
WOR	677	4,417,868	+1.8	
WTBS	4,770	23,324,000	N.C.	

Basic audio services

Basic audio services	Affiliates	Subscribers	% change	
Lifestyle	75	700,000	N.A.	(9/30)
WFMT	168	874,872	N.A.	(9/30)

Pay services

Pay services	Affiliates	Subscribers	% change	
Bravo	44	78,780	N.A.	(9/82)
Cinemax[4]	1,500	2,000,000	+33.3	
The Entertainment Channel	80	225,300	N.A.	
EROS	14	660,000	+20.0	
GalaVision	160	120,000	+20.0	
Home Box Office (HBO)[2]	4,300	11,000,000	+10.0	
Home Theater Network Plus	200	155,000	N.A.	(6/82)
The Movie Channel (TMC)	2,150	2,200,000	N.C.	
The Playboy Channel/Escapade	170	287,506	N.A.	(9/82)
Showtime	1,800	3,500,000	N.C.	

[1] Affiliate and subscriber counts are as of 10/31 unless otherwise noted.
[2] Subscriber count denotes households receiving signal.
[3] Total SIN reach. Total Spanish-speaking households: 3,075,900.
[4] This month's figures are approximations.
N.C. designates no change.
N.A. designates not available.

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	T.B.A.
Aimi Group Network	T.B.A.
Apollo Entertainment Television	T.B.A.
The Buena Vision Channel	1st quarter 1983
Cable Newspaper Corp.	1/83
The Channel Black	T.B.A.
Christian Media Network	relaunch T.B.A.
Cinemerica	T.B.A.
The Community Channel	T.B.A.
The Disney Channel	2nd quarter 1983
Family Programming Network	T.B.A.
Heartbeat Media Network	4th quarter 1982
Home Music Store	1983-84 launch
The Job Channel	T.B.A.
Kidvid Network	1/83
Rock 24 (Lewmark Productions/Music)	6/83
Magicable	3rd quarter 1984
Nashville Network	2/83
National Jazz Network	1982
PBS Cable	T.B.A.
Penthouse Entertainment Network	T.B.A.
Satellite News Channel II	2nd quarter 1983
The Silent Network	3/83
Sitcom Channel (Channeltainment)	1st quarter 1984
Spanish Universal Network	T.B.A.
SPN/International Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-To Network	2nd quarter 1984
Top Entertainment Network	T.B.A.
UTV Cable Network	1/83
Video Concert Hall	T.B.A.
Window	T.B.A.

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Cable stats

Cable penetration in top 50 TV markets

Rank	Market	Cable subscribers
1.	New York City	2,618,719
2.	Los Angeles-Palm Springs	725,807
3.	Chicago	275,094
4.	Philadelphia	773,525
5.	San Francisco-Oakland	726,060
6.	Boston-Manchester-Worcester	409,520
7.	Detroit	205,422
8.	Washington, D.C.Hagerstown	188,872
9.	Cleveland-Akron	291,285
10.	Dallas/Fort Worth	234,495
11.	Houston	363,981
12.	Pittsburgh	444,168
13.	Miami-Ft. Lauderdale	305,654
14.	Seattle/Tacoma	425,659
15.	Minneapolis/St. Paul	85,251
16.	Atlanta	237,698
17.	St. Louis	168,835
18.	Tampa/St. Petersburg-Sarasota	265,048
19.	Denver	161,465
20.	Baltimore	108,150
21.	Sacramento/Stockton	222,954
22.	Indianapolis	204,599
23.	Portland-Ore.	172,694
24.	Phoenix-Flagstaff	97,713
25.	Hartford/New Haven	354,373
26.	Cincinnati	77,027
27.	San Diego	366,571
28.	Kansas City	199,876
29.	Milwaukee	82,814
30.	Nashville-Bowling Green	196,291
31	Charlotte	152,505
32.	Buffalo	240,461
33.	Providence-New Bedford	90,348
34.	Orlando-Daytona Beach	259,719
35.	New Orleans	165,169
36.	Memphis	93,726
37.	Columbus, Ohio	210,397
38.	Greenville-Sparta-Asheville	135,651
39.	Grand Rapids-Beaver Creek	206,782
40.	Birmingham-Anniston	170,073
41.	Raleigh-Durham	151,506
42.	Oklahoma City	211,644
43.	Louisville	166,147
44.	Salt Lake City	87,250
45.	San Antonio	208,659
46.	Charleston-Huntington	237,933
47.	Norfolk-Portsmouth-Newport News	151,994
48.	Harrisburg-Lancaster-Lebanon-York	168,611
49.	Wilkes-Barre-Scranton	283,065
50.	Albany-Schenectady-Troy	220,508

Note: Cable subscriber figures reflect penetration in Nielsen's designated market areas.

Cable stats

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs	
1.	Tele-Communications Inc.[1]	2,200,000	
2.	American Television and Communications	2,057,710	(10/82)
3.	Group W Cable	1,759,9[illegible]	
4.	Cox Cable Communications	1,227,541	
5.	Storer Cable Communications	1,085,4[illegible]	
6.	Warner Amex Cable Communications	1,000,000	
7.	Times Mirror	740,077	(7/82)
8.	Newhouse Broadcasting[2]	661,712	
9.	Rogers-UA Cablesystems	661,509	
10.	Viacom Cablevision[3]	568,971	(7/82)
11.	Continental Cablevision	532,000	
12.	United Cable Television Corp.	517,254	
13.	Sammons Communications	503,794	
14.	TeleCable Corp.	358,900	
15.	Capital Cities Cable	308,358	
16.	General Electric Cable	302,500	(11/82)
17.	Cablevision Systems Development	264,000	
18.	Heritage Communications	257,964	
19.	Comcast Corp.	249,834	(7/82)
20.	Liberty Communications	245,000	(6/82)
21.	Wometco Communications	215,818	
22.	Tele-Media Corp.	207,800	
23.	TCA Group	206,500	
24.	Service Electric Cable TV	189,500	
25.	Multimedia Cablevision[4]	184,898	
26.	Maclean Hunter	181,002	
27.	Jones Intercable	178,695	
28.	Daniels & Associates	178,100	
29.	Century Communications	170,000	
30.	Colony Communications	168,169	(7/82)
31.	Western Communications	151,200	
32.	Prime Cable	145,000	
33.	Centel Cable Television	140,795	(5/82)
34.	Harris Cable Corp.	130,000	
35.	Rollins Cable Vue	119,600	
36.	Tribune Cable Communications	117,000	
37.	Midwest Video	114,615	(12/81)
38.	Communications Service Inc.	110,000	(8/81)
39.	Harron Communications	106,987	
40.	McCaw Communications	99,200	
41.	Cable Vision Industries	95,645	
42.	Buckeye Cablevision	93,113	
43.	Communications Systems Inc.	90,741	
44.	Sutton Capital Group[5]	90,008	
45.	Midcontinent Cable Systems[6]	87,144	
46.	Armstrong Utilities	85,966	
47.	Adams-Russell	85,030	
48.	McDonald Group	79,444	
49.	Cable America	84,600	
50.	Southmedia	78,668	
51.	Cablentertainment	78,582	
52.	Omni Cable TV	78,099	
53.	Buford Television	76,653	
54.	Multi-Channel TV Cable Co.	75,400	
55.	Televents	73,532	
56.	King Videocable Co.	72,859	
57.	Alda Group	50,348	
58.	The Essex Group	70,298	
59.	American Cablesystems Corp.	67,658	
60.	Summit Communications	67,245	
61.	Perry Cable TV Corp.	66,536	
62.	Palmer Communications	65,939	
63.	WEHCO Video	62,554	
64.	National Telecommunications Co.	62,125	
65.	Omega Communications	60,000	
66.	Coaxial Communications	60,000	
67.	Ultracom Inc.	59,189	(10/82)
68.	Acton Corp.	57,688	
69.	Booth Communications	56,112	
70.	US Cable Corp.	55,273	
71.	Pencor Services Inc.	55,102	
72.	Harte-Hanks Communications	53,000	(6/82)
73.	Consolidated Cable Systems	51,900	
74.	Marsh Media	50,808	
75.	Falcon Communications	50,000	
76.	Total TV Inc.	48,188	
77.	Clear TV Cable Corp.	47,532	
78.	The Daily Press	46,000	
79.	Adelphia Communications	44,331	
80.	Sonic Cable TV	43,996	
81.	Lenfest Group	42,552	
82.	Greater Media	42,000	
83.	Susquehanna Broadcasting	40,500	
84.	NorCal Cablevision (McClatchy-Viacom)	40,457	
85.	Selkirk Communications	39,380	(10/82)
86.	American Cable Television Inc. (Phoenix, Ariz.)	37,089	
87.	Joseph S. Gans	33,300	(3/82)
88.	Cable Holdings Inc.	30,000	
89.	Columbia Communications	28,586	
90.	Hellicon Corp.	28,200	
91.	United Video Management	28,000	
92.	Mid America Media	27,760	
93.	The LBJ Co.	26,717	
94.	Cable Communications of Iowa	26,483	
95.	National CableSystems Inc	25,600	
96.	United Broadcasting	25,440	
97.	Matrix Enterprises	25,251	
98.	Mickelson Media	25,144	
99.	Combined Cable Communications	25,072	
100.	MultiVision Group	24,694	

[1] Number is a company estimate; the last official subscriber count is as of 12/81
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes 40% ownership in NorCal Cablevision.
[4] Includes Tar River Communications.
[5] Includes systems owned and with controlling interest.
[6] Includes owned and partially owned systems.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1.	San Diego, Calif.	Cox Cable	220,836	(6/82)
2.	Oyster Bay (Long Island), N.Y.	Cablevision Systems	169,448	
3.	Manhattan, N.Y.	ATC	166,725	(6/82)
4.	West Orange, N.J.	MacLean Hunter	140,907	
5.	Santa Monica (L.A. area), Calif.	Theta Cable	129,807	
6.	San Antonio, Texas	Rogers-UA	128,255	
7.	Wayne, N.J.	Rogers-UA Cable	109,900	
8.	Tulsa, Okla.	United Cable	101,851	
9.	Austin, Texas	ATC	98,900	(6/82)
10.	Erie County, N.Y.	Prime Cable	97,000	
11.	Audubon, N.J.	NYT Cable	96,000	
12.	San Jose, Calif.	Gill Industries	91,954	
13.	Tidewater, Va.	Cox Cable	89,288	
14.	Central Islip, N.Y.	Viacom	82,603	
15.	Orlando, Fla.	ATC	82,300	(6/82)
16.	Jefferson Parish/Kenner, La.	Cox Cable	80,160	
17.	Seattle, Wash.	Group W Cable	77,840	
18.	Manhattan, N.Y.	Group W	75,000	
19.	Toledo, Ohio	Buckeye Cablevision	74,628	
20.	Memphis, Tenn.	ATC	73,400	(6/82)
21.	Grand Rapids, Mich.	General Electric	73,000	
22.	Honolulu, Hawaii	ATC	72,050	(6/82)
23.	Jacksonville, Fla.	ATC	70,500	
24.	Wilmington, Del.	Rollins Cable	70,456	
25.	Houston, Texas	Gulf Coast Cable	70,405	
26.	Baton Rouge, La.	Daniels	63,500	
27.	San Francisco, Calif.	Viacom	62,137	(5/82)
28.	San Diego, Calif.	ATC	61,575	(6/82)
29.	Greater San Juan, Puerto Rico	Harris Cable	61,392	
30.	Henrico County/Richmond, Va.	Continental	60,460	(5/82)
31.	Columbus, Ohio	Warner Amex	60,000	
32.	Flint, Mich.	Comcast	59,929	
33.	Wichita, Kan.	Multimedia Cable	59,710	(6/82)
34.	Baltimore County, Md.	Caltec Cable	59,517	
35.	Santa Barbara, Calif.	Cox Cable	59,363	
36.	Monterey, Calif.	Western	58,000	
37.	Buffalo, N.Y.	Minneapolis Star	57,629	
38.	Suburban Rochester, N.Y.	People's Cable	57,420	
39.	NW Houston, Texas	Warner Amex	57,100	
40.	Melbourne, Fla.	ATC	55,275	(6/82)
41.	Allentown, Pa.	Twin County	55,000	
42.	Cincinnati, Ohio	Warner Amex	54,700	
43.	El Paso, Texas	Group W Cable	52,319	
44.	Harrisburg, Pa.	Sammons	52,066	
45.	Louisville, Ky.	Times Mirror	51,648	
46.	Snohomish County, Wash.	Viacom	51,444	
47.	Akron, Ohio	Warner Amex	51,200	
48.	Binghamton, N.Y.	NewChannels	51,126	
49.	Boston Complex, Mass.	Warner Amex	50,200	
50.	Seattle, Wash.	Viacom	49,647	
51.	Canton, Ohio	Warner Amex	49,600	
52.	Charlotte, N.C.	ATC	49,525	(6/82)
53.	Englewood, Colo.	United Cable	49,418	
54.	Pompano Beach, Fla.	American Cable TV	49,257	
55.	Dade/Broward counties, Fla.	Storer	48,723	
56.	Columbus, Ohio	Coaxial Comm.	48,498	
57.	Sarasota, Fla.	Storer Cable	48,013	
58.	Des Moines, Iowa	Heritage	47,392	
59.	Reading, Pa.	ATC	47,100	(6/82)
60.	San Diego County, Calif.	Times Mirror	46,938	
61.	Charleston, S.C.	Storer	46,877	
62.	Jackson, Miss.	ATC	46,850	(6/82)
63.	West Haven, Conn	Storer	46,657	
64.	Peoria, Ill.	General Electric	46,500	
65.	Hartford/Meriden, Conn.	Times Mirror	46,430	
66.	San Rafael/Marin, Calif.	Viacom	45,854	
67.	Eugene, Ore.	Group W Cable	43,851	
68.	New Britain, Conn.	United	43,370	
69.	Albany, N.Y.	ATC	42,750	(6/82)
70.	Bridgeport, Conn.	Alda Group	42,303	
71.	Spokane, Wash.	Cox Cable	42,196	
72.	Birmingham, Ala.	ATC	41,925	(6/82)
73.	Moline/Quint Cities, Ill.	Cox Cable	41,910	
74.	Overland Park, Kan.	TeleCable Corp.	41,900	(5/82)
75.	Bakersfield/Kener Co., Calif.	Warner Amex	41,100	
76.	Concord, Calif.	Western	40,900	
77.	Branford, Conn.	Rollins Cable	40,000	
78.	Lincoln, Neb.	MetroVision	39,868	
79.	Brookhaven, N.Y.	Rogers-UA Cable	39,645	(4/82)
80.	Lansing, Mich.	Continental	39,500	
81.	Port Arthur, Texas	Liberty	39,314	
82.	Oklahoma City, Okla.	Cox Communications	39,258	
83.	Albuquerque, N.M.	Tribune Cable	39,113	
84.	Kansas City, Mo.	ATC	39,025	
85.	Fayetteville, N.C.	ATC	38,925	(6/82)
86.	St. Petersburg, Fla.	Group W Cable	38,593	
87.	West Palm Beach, Fla.	Group W Cable	38,199	
88.	Cleveland, Ohio	Viacom	37,903	
89.	Winston-Salem, N.C.	Summit Commun.	37,819	
90.	Omaha, Neb.	Cox Communications	37,625	
91.	Deerfield, N.Y.	Harron Commun.	37,577	
92.	Springfield, Ill.	Times Mirror	37,531	
93.	Honolulu, Hawaii	TV Systems Inc.	37,500	
94.	Dover, N.J.	Sammons	37,200	
95.	Pensacola, Fla.	Cox Cable	36,206	
96.	Beacon, N.Y.	Colony Commun.	36,112	
97.	Cleveland, Ohio	Cox Cable	35,756	
98.	South Bend, Ind.	Buford	35,552	
99.	Atlanta, Ga.	Cable America	35,500	
100.	Colorado Springs, Colo.	ATC	35,175	

Note: Subscriber counts for MSOs and systems are as of 9/82 unless noted otherwise.

Franchising in the top 50 markets

Rank Market	Status of core city
1. New York	Manhattan-OP; four unwired boroughs-FP.
2. Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-FG, 2-FP.
3. Chicago	City is divided into five areas; FP
4. Philadelphia	City is divided into N,S,E,W. S-OP; other three FP
5. San Francisco	OP (system to be upgraded).
6. Boston	FG
7. Detroit	BP
8. Washington, D.C.	LNA
9. Cleveland	BP
10. Dallas/Ft. Worth	Two systems-OP
11. Houston	five systems-OP
12. Pittsburgh	OP
13. Miami	FG
14. Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP.
15. Minneapolis/St. Paul	FG/BP
16. Atlanta	OP
17. St. Louis	FP
18. Tampa/ St. Petersburg	FP/OP
19. Denver	FG
20. Baltimore	BP
21. Sacramento/ Stockton	FG/OP
22. Indianapolis	Two systems-OP
23. Portland	Three systems-OP
24. Phoenix	Two systems-OP
25. Hartford/ New Haven	Two systems-OP
26. Cincinnati	OP
27. San Diego	OP
28. Kansas City	OP
29. Milwaukee	FG
30. Nashville	OP
31. Charlotte	OP
32. Buffalo	OP
33. Providence/ New Bedford	LNA/OP
34. Orlando/ Daytona Beach	Two systems-OP
35. New Orleans	OP
36. Memphis	OP
37. Columbus	Four systems-OP
38. Greenville/Asheville/Spartansburg	Three systems-OP
39. Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40. Birmingham	OP
41. Raleigh/Durham	Two systems-OP
42. Oklahoma City	Two systems-OP
43. Louisville	Two systems-OP
44. Salt Lake City	OP
45. San Antonio	OP
46. Charleston/ Huntington	Two systems-OP
47. Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48. Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49. Wilkes Barre/ Scranton	Two systems-OP
50. Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Franchising calendar

This chart examines the franchise status of communities during the third quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama

Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82.

Arizona

South Tucson—City Council reviewing four bids received: Cox Cable, Saguaro Cable TV,
Tele-Vue Corp. and Tri-West CableVision Inc.

California

Beaumont—award to Field Cablevision 8/82 (3,200 homes).
Bellflower—award not expected until December.
Davis—city negotiating with Davis Cable Cooperative; final agreement expected 11/17/82 (14,000 homes).
East San Fernando Valley—DOT recommended top-ranked Valley Cable; award expected 1/83.
East Yolo—developing RFP; expect to issue by 12/82.
El Monte—final agreement signed with Group W 9/14/82.
Hacienda Heights, West Whittier, Bassett, Valinda, Whitter Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite.
Hawthorne-awarded to Group W.
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—Tribune Co. selected by city council; final award expected by 11/82 (26,000 homes).
Lomita—recommendation expected 11/82.
Los Altos—feasibility study under way; report due 11/82.
Los Angeles, South Central Region—pending.
Palo Alto—city council voted to allow private companies to bid on franchise; RFP expected 11/82 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes).
San Buenaventura—beginning to study feasibility.
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82.
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder).
South Mourovia—two bidders: Group W, Falcon Cable (5,000 homes).
South Whittier—United cable recommended; award expected 1/83.
Sunnyvale—city council opened bidding for refranchising to all interested companies; franchise currently held by Sunnyvale Cable TV.
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%).

Colorado

Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Northglenn—American Television and Communications sole bidder.
Platteville—three applicants; award expected 11/82.
Wheat Ridge—voters approved franchise award to ATC 6/23.

Connecticut

Windham, Lebanon, Scotland. et. al. (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC.

District of Columbia

District council approved cable bills; RFP to be released spring 1983.

Florida

Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of
Tampa—negotiating with Tribune Cable Co.; final agreement expected 11/82 (114,000 homes).

Illinois

Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Alsip—nonexclusive franchise awarded to Multimedia 9/82.
Bensenville—final negotiations with Continental in progress.
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—negotiating with Calbevision of Chicago.
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable.
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—reviewing applicants; award expected 11/82.
LaGrange, LaGrange Park, Indian Head Park, Riverside—final negotia-

tions with Centel in progress.
Lincolnwood—final negotiations under way with Cablevision of Chicago.
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision.
Naperville—two proposals under consideration; final draft proposals due 11/19/82: award expected 12/16/82.
Northbrook—award to Cablenet Inc. 10/15/82.
Richton Park—award to Centel; 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—pending.
Wentzville—surveying residents' interest in cable.
Westmont—award expected 11/11/82; three finalists: Centel, Continental Cablevision and Multimedia.
Winnetka—considering municipally operated system.
Wood Dale, Itasca, Bloomingdale, Rosell, Carol Stream (unic. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards, 10/82 (27,000 homes).
Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance; five applicants.
Indianapolis—cable board to review ordinance allowing SMATV companies to cross city right of ways at 12/7/82 meeting.
Lyons—award to Quality CATV.
Munster—negotiations under way with US Cable: agreement expected by 12/82.
Roachdale—award to Quality CATV.
Maryland
Baltimore—RFP issued 7/21/82; proposals due 11/17/82; tentative award date 2/9/82.
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).
Massachusetts
Abington—pending.
Acton—awarded to Adams-Russell 9/82 (6,400 homes).
Ayer—pending.
Bedford—award to Adams-Russell (3,813 homes).
Bourne—pending.
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes).
Bridgewater—pending.
Cohasset—pending.
Danvers—award to Rollins Cablevision of Massachusetts.
Dedham—awarded to Bay Cable Affiliates 5/82.
Hingham—pending.
Holbrook—pending.
Holliston—pending.
Hopedale—awarded to South Massachusetts Cable 7/19/82.
Hull—award expected 12/8/82.
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV.
Medway—awarded to Cablevision Industries 6/7/82.
Merrimac—pending.
Nahant—pending.
Needham—awarded to Continental 7/82 (8,000 homes).
Northborough—award expected 1/83.
Norwell—award expected 2/83.
Rockland—award expected 12/82.
Scituate—awarded to American Cablesystems 9/82.
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes).
Stoughton—pending.
Walpole—pending.
Waltham—pending.
Wellesley—pending.
Westborough—pending.
West Newbury—awarded to American Cablesystems (1,000 homes).
Whitman—pending (3,500 homes).
Michigan
Detroit—RFP issued; proposals due 12/10/82; 471,000 homes.
Marquette—Marquette Cablevision selected by City Council; final award expected 11/8/82 (7,000 homes).
Romeo—negotiating with Harron (1,000 homes).
Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—RFP issued, no bids received; expect to reissue RFP by 12/82.
Burnsville—drafting RFP in conjunction iwth Eagan; expect to issue 10/82.
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes).
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—sole bid submitted by Combined Cable; decision expected by 11/82.
Hastings, Marshan—preliminary approval to Hastings Cable TV (Telephone and Data Systems Inc.)
Kasson—award to Group W.
Minneapolis—Rogers/Storer arrangement approved.
Minnetrista, Spring Park, St. Bonifacius—working on needs assessment.
Mound—issued RFP 8/30/83 (3,600 homes).
Northfield City and Township—awarded to Zylstra/United (50/50); awaiting city council action.
Olivia—award to North America Communications Corp.
Owatonna—pending.
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—negotiating with Combined Cable (sole bidder); decision expected 11/82.
Prior Lake—RFP issued 9/13/82; proposals due 11/29/82.
Ramsey/Washington County—Group W Cable was sole bidder 7/82.
St. Paul—RFP expected 11/82.
Savage—assessment not yet complete (1,272 homes).
Shakopee—awarded to Zylstra/United (50/50) 9/10/82.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—issued RFP; proposals due 12/82.
Wayzata—issued RFP; 1,800 homes.
West St. Paul (North Dakota County Cable Service Territory)—preparing RFP (31,000 homes).
Windom—beginning to study feasibility (1,600 homes).
Missouri
Arnold—US Cable franchise agreement pending; city considering non-exclusive franchises.
Herculaneum—award to U.S. Cable.
Pevely—award to U.S. Cable.
St. Louis—city negotiating with Melhar Corp. (owned 80% by TCI).
Vandalia—city reviewing proposals; award date indefinate.
New Hampshire
Hampstead—tentative award to Commonwealth Cable.
Kingston—public meeting scheduled for 11/11/82 to discuss franchise; six proposals received by city.
Londonderry—awarded to Harron Communications 8/82.
Plaistow—award to Rockingham County Cablevision Inc. 10/18/82.
New Jersey
Jersey City—new RFP to be issued pending lifting of court-ordered stay.
Paterson—pending.
Princeton—franchise award to Home Link (Dow Jones) 9/82.
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82.
New York
Harrison—award to Adams-Russell.
New York City—borough negotiations still in progress.
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries.
North Carolina
Bethel, Robersonville—accepting bids; award expected 11/82.
Davie County—portion of county awarded to Summit Cable Inc. 6/82; two proposals submitted for remaining portion of county; award expected 12/82.
Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes).
Brooklyn—municipal ownership under consideration.
Cleveland—pending.
Garfield Heights—RFP to be issued by 11/82 (12,000 homes).
Middleburg Heights—process halted pending settlement of legal challenges and lifting of court-ordered stay.
Moreland Hills—award to Viacom.
Newtown—award to Warner Amex 6/82.
Whitehouse—award to Community Cable TV Inc.
Oregon
McMinnville—negotiating with Liberty Communications; award expected 12/82.
Milwaukee—award expected 12/82.
Sylvan, West Hills, Dunthrope—task force formed to prepare RFP, review bids; recommendations expected by 2/1/83.
Pennsylvania
Philadelphia—RFP issued; proposals due 12/22/82 (135,000 homes in each of four franchise areas).
Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—all action suspended due to pending lawsuit.
Texas
Azle—pending.
Plano—five responses received by city; Group W, Storer, TeleCable, Prestige Cable and Prime Cable (received late).
Richardson—cable consultant reviewing bids; award expected 1/83.
Virginia
Dinwiddie County—RFP issued; no proposals received.
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes).
Goochland County—sole proposal rejected; no new proposals received.
York County—award to Continental Cablevision.
Washington
Granger, Toppenish, Wapato, Zillah—award to McCaw.
Seattle, Central District—City Council voted 8-0 to approve award to Seattle Community Cablevision; final action expected by 12/20/82.
Wisconsin
Hales Corner—city board approved ownership transfer (50%) from ATC to Viacom 8/10/82.
Kenosha—two applications received: U.S. Cable and Total TV.
Milwaukee—final franchise agreement with Warner Amex under negotiation.

THE WESTERN SHOW

- Western Show opens in Anaheim
- NCTA Programming Conference wrap-up
- Copyright Royalty Tribunal hikes fees
- Cleveland cable vote may go to the people

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Tom Wheeler, Fred Silverman and Gerald Levin.

Warm feelings, few deals

NCTA brings 1,623 programmers and operators to Hollywood's backyard. The aim: to educate the creative community. The result: warm feelings, few deals. **Leading the week, pages 15-23.**

Opening day, Western Show

The California Cable Television Association opens in Anaheim, Calif., with over 10,000 attendees. Industry leaders address financial woes, subscriber instability and regulations—in all, a full slate of challenges. **Leading the week, pages 15-23.**

Copyright defeat

Cable operators will pay 3.75 percent of gross receipts from retransmitting distant signals. Turner vows to appeal the Copyright Royalty Tribunal's order or seek congressional reforms. **Leading the week, pages. 15-23.**

Ally and sue

NCTA President Tom Wheeler asks broadcasters to join the fight against the CRT's copyright fee ruling in the Western Show's keynote panel session. **Leading the week, pages 15-23**

It takes heart

Group W President Dan Ritchie leads off the Western Show with a reminder to the industry to remember its responsibilities. **Leading the week, pages 15-23.**

Chicago grades

Consultant gives high marks to Cablevision Systems and Group W, two of five bidders for three franchises in and near downtown Chicago. **Leading the week, pages 15-23.**

NCTA conference

Industry panelists debate pay-per-view's viability, pay sports, cable vs. STV, broadcasting's declining share, onerous regulations, viewer habits, mass-audience movies and other issues. Also, Showtime reveals its new offerings. **Pages 25-50.**

Theft fight

Nine Long Island operators, some victimized by a series of attempted illegal taps and outright thefts of service, band together. **Page 75.**

No tipping allowed

Affiliates were cautioned not to act rashly following ESPN's decision to end its affiliate compensation program next January. Observers say the action came as no surprise. **Page 82.**

Cleveland referendum

Mayor Voinovich wants to put municipal ownership of cable in this 225,000-household city on the ballot. However, some critics and industry leaders raise the question: "If it can't collect its garbage, can the city own cable?" **Page 85.**

Rush to judgment

U.S. District Judge Harold Greene's order, exercising the rarely used Expediting Act, may push appeals of the AT&T divestiture directly into the U.S. Supreme Court, bypassing the Court of Appeals. The question: Will the matter be expedited? **Page 86.**

About the cover

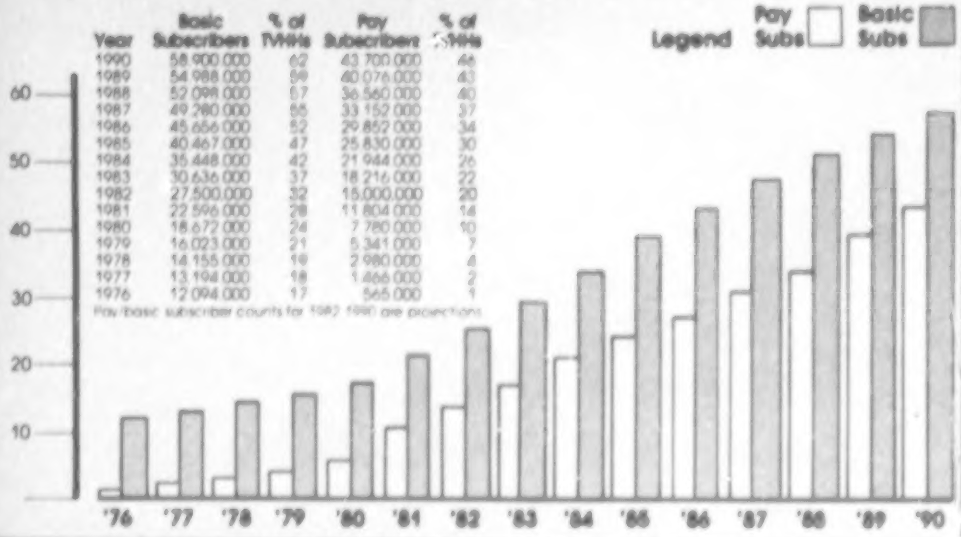
Winners of ACE Awards gather on stage at the Beverly Theater in Los Angeles. Photograph by Rob Stuehrk.

This week in PLUS

PRISM: It's more than just sports. The channel's programming is aimed at the whole family, not just the sports fanatic. But even with movies, concerts, adult movies and, yes, soap operas, the "sports-only" image remains, much to the dismay of PRISM officials... Cable-ready television has a nice ring to it. Unfortunately, things get a little more complicated than they sound. Consumers in the market for cable-ready sets sometimes find that the sets they buy may not work quite yet, or ever, and that they may need a converter anyway. Ironically, the confused customer is the one who will finally decide which direction the market will take... And cable goes to college, as university curricula expand to fit the times. From two-year degree programs to four-year telecommunications programs, some of the nation's better-known institutions are taking the cable route. **Pages 51-74.**

Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Satellite-fed cable programming services

Basic services	Affiliates*	Subscribers*	% change in homes from 9/30	
ACSN The Learning Channel	262	2,000,000	+8.4	
Alpha Repertory Television Service (ARTS)†	1,725	8,000,000	N.C.	
Black Entertainment Television (BET)	101	2,519,869	+25.9	
Cable Health Network (CHN)	462	4,100,000	N.A.	
Cable News Network (CNN)	2,882	15,827,000	N.C.	
CNN Headline News	297	2,075,000	+8.9	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	10,500,000	N.C.	
CBN Cable Network	3,245	18,200,000	N.C.	
CBS Cable	500	5,000,000	N.C.	
Daytime	533	7,200,000	N.C.	
Dow Jones Cable News	65	650,000	+1.5	
Electronic Program Guide (EPG)	58	821,490	N.A.	(9/82)
Entertainment and Sports Programming Network (ESPN)	4,856	§8,780,114	N.A.	(9/82)
Eternal Word Television Network (EWTN)	35	670,000	+11.6	
Financial News Network (FNN)†	594	5,236,524	+1.4	
Modern Satellite Network (MSN)	408	6,029,560	+5.1	
Music Television (MTV)	825	6,750,000	N.C.	
National Christian Network	72	1,690,377	N.A.	(9/82)
National Jewish Television	103	2,238,600	+2.9	
Nickelodeon	1,900	9,030,000	N.C.	
North American Newstime/The Travel Channel	114	876,000	N.A.	(7/82)
PTL Television Network	600	6,500,000	N.C.	
Reuters News View	375	3,900,000	N.A.	(9/82)
Satellite News Channel I (SNC)	425	3,100,000	N.C.	
Satellite Program Network (SPN)†	369	5,014,369	N.A.	(9/82)
SIN Television Network‡	199	25,531,400	N.C.	
Trinity Broadcasting Network	235	2,300,000	+1.4	
USA Network	2,300	13,000,000	N.C.	
The Weather Channel (TWC)	550	6,000,000	N.A.	(9/82)
WGN	3,359	9,448,079	N.A.	(9/82)
WOR	677	4,417,868	+1.8	
WTBS	4,770	23,324,000	N.C.	

Basic audio services

Lifestyle	75	700,000	N.A.	(9/30)
WFMT	158	674,872	N.A.	(9/30)

Pay services

Bravo	44	78,780	N.A.	(9/82)
Cinemax§	1,500	2,000,000	+33.3	
The Entertainment Channel	80	225,300	N.A.	
EROS	14	660,000	+20.0	

Pay services	Affiliates*	Subscribers*	% change in homes from 9/30	
Galavision	160	120,000	+20.0	
Home Box Office (HBO)§	4,300	11,000,000	+10.0	
Home Theater Network Plus	200	155,500	N.A.	(6/82)
The Movie Channel (TMC)	2,150	2,200,000	N.C.	
The Playboy Channel/Escapade	190	287,506	N.A.	(9/82)
Showtime	1,800	7,500,000	N.C.	

* Affiliate and subscriber counts are as of 10/31 unless otherwise noted

† Subscriber count denotes households receiving signal

‡ Total SIN reach. Total Spanish-speaking households: 3,070,900

§ This month's figures are approximations

N.C. designates no change

N.A. designates not available

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	T.B.A.
Aimi Group Network	T.B.A.
Apollo Entertainment Television	T.B.A.
The Buena Vision Channel	1st quarter 1983
Cable Newspaper Corp	1/83
The Channel Black	T.B.A.
Christian Media Network	relaunch T.B.A.
Cinemerica	T.B.A.
The Community Channel	T.B.A.
The Disney Channel	2nd quarter 1983
Family Programming Network	T.B.A.
Heartbeat Media Network	4th quarter 1982
Home Music Store	1983-84 launch
The Job Channel	T.B.A.
Kidvid Network	1/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1984
Nashville Network	2/83
National Jazz Network	1982
PBS Cable	T.B.A.
Penthouse Entertainment Network	T.B.A.
Satellite News Channel II	2nd quarter 1983
The Silent Network	3/83
Sitcom Channel (Channeltainment)	1st quarter 1984
Spanish Universal Network	T.B.A.
SPN/International Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-To Network	2nd quarter 1984
Top Entertainment Network	T.B.A.
UTV Cable Network	1/83
Video Concert Hall	T.B.A.
Window	T.B.A.

National cable advertising

This chart lists national advertising sales by the basic cable television networks during October 1982.

Network/Client	Status
ARTS	
AT&T	Renewal
General Motors	Renewal
Piper-Heidsiek*	New client
Prudential (Bache)	New client
Universal Pictures	New client
BET	
Amtrack	Renewal
Anheuser Busch	Renewal
Campbell Soup	New client
Carson Products	Renewal
Eastman Kodak	Renewal
Ford-Lincoln Mercury	Renewal
IBM	Renewal
Mobil	Renewal
Pepsico	Renewal
Sears	Renewal
U.S. Coast Guard	New client
U.S. Army	Renewal
Cable Health Network	
Eastman Kodak	New client
Dorsey Laboratories	New client
Proctor & Gamble	Renewal
CBN Cable Network	
Carter Wallace	New client
Clorox	New client
Combe	New client
Dow Chemical	New client
General Foods	New client
General Motors	New client
The Hearst Corp.	New client
J.C. Penney	New client
Mars	New client
Nabisco	Renewal
Norton Simon (Avis)	Renewal
Qantas Airways	New client
Republican National Committee	New client
Time Inc.	Renewal
CBS Cable	
Bolla Wines	Renewal
Ford	Renewal
Porsche-Audi	Renewal
Daytime	
Dow Chemical	New client
General Motors	Renewal
J.C. Penney	Renewal
Kraft	New client
Ralston Purina	New client
Universal Pictures	New client
ESPN	
American Cyanamid	Renewal
BMW	New client
Bristol-Myers	Renewal
Campbell Soup	Renewal
Carter Wallace	Renewal
Conservative Digest*	New client
Dow Jones	Renewal
Eastman Kodak	Renewal
Fuji	Renewal
Hutchins Manufacturing*	New client
Iveco	Renewal
Maxell	Renewal
Mercedes-Benz	Renewal
Mitsubishi	Renewal
National Republican Congressional Comm.	Renewal
Orion Pictures*	New client
Pennzoil	Renewal
Penthouse Publications	Renewal
Porter	Renewal
Pro Magazine	Renewal
R.J. Reynolds	Renewal
Scott's Liquid Gold	Renewal
Sears	Renewal
Union Carbide	Renewal
MSN	
Campbell Soup	New client
DuPont	New client
Pier One Imports*	New client
Sears	Renewal
Sharp Electric	New client
Financial News Network	
Air California	Renewal
American Express	New client
Andrew Peck & Associates Brokerage	Renewal
Blanchard Communications	Renewal
Boston Stock Exchange	Renewal
Business Week	Renewal
Cardiff Publishing Co.	Renewal
Capital Preservation Fund	Renewal
Celestial Acres	Renewal
Charles Schwab & Co.	New client
Colonial Penn Insurance	New client
Computract	Renewal
Conservative Digest	Renewal
Conti Commodity	Renewal
Cornwall Securities	Renewal
Dow Jones	Renewal
Fidelity Insurance	Renewal
Fisher Stereo*	New client
Forbes Magazine	Renewal
Franklin Mint	Renewal
Gann World	Renewal
General Motors	New client
Inc. Magazine	Renewal
Information Systems Group	Renewal
International Trading Group	Renewal
Investment Rarities Inc.	New client
Kiplinger	New client
Lind-Waldock Commodities	New client
Lloyd's Bank of California	Renewal
Merrill Lynch	Renewal
National Geographic Society	New client
The Ney Report	Renewal
North American Coin	Renewal
OTC Review	Renewal
Paulson Investment Co.	Renewal
Philadelphia Stock Exchange	Renewal
Princess Cruises	Renewal
Prudential (Bache)	New client
Quick & Reilly	New client
Remote Computing Group	Renewal
Rouse-Woodstock Commodities	Renewal
Smithsonian Magazine	Renewal
Stock Market Cycles	Renewal
Technology Illustrated	Renewal
Tri Fund	Renewal
Universal Heritage	Renewal
Value Line	New client
Walker's Mânual	Renewal
Wellington Financial Corp.	Renewal
West Coast Metals	New client
WFI Offshore Banking	Renewal
National Jewish Television	
Crazy Eddie	Renewal
El Al Airlines	Renewal
Goody Products	Renewal
Israel Development Authority*	New client
The Jerusalem Post	Renewal
SPN	
AMF	Renewal
Business Week	Renewal
Candie's Shoes	Renewal
CeSoir	Renewal
Chanel	Renewal
Cheesborough-Ponds	Renewal
Consumer Reports Magazine	Renewal
Cuisinart	Renewal
Estee Lauder	Renewal
Ford	Renewal
Grolier Books	Renewal
Integrated Resources	Renewal
Israel Airways	Renewal
Kleenex	Renewal
Kraft Foods	New client
Lysol	Renewal
Maxell	Renewal
Melior Coffee Pots*	New client
Mennen	Renewal
Moosehead Beer	Renewal
Nikon	Renewal
Now Magazine	Renewal
Parents' Magazine	Renewal
Pentel	Renewal
Playtex	Renewal
Quaker Oats	Renewal
Ralston Purina	New client
Sapphire Books	Renewal
Sears	Renewal
Simpson's Hair Products	Renewal
Time Inc.	Renewal
Top-Flite Golf Equipment	Renewal
Union Carbide	Renewal
Vaseline	Renewal
Vogue Patterns	Renewal
Windjammer Cruises	Renewal
USA Network	
CBS Records	New client
Colgate Palmolive	Renewal
Eastman Kodak	New client
General Foods	New client
General Motors	Renewal
Hockey News	New client
Holiday Inn	Renewal
Jensen-Farley Films*	New client
K-Tel	New client
Max Factor	New client
Mercedes-Benz	New client
National Republican Committee	Renewal
Noxell	New client
Odyssey	Renewal
Playtex	Renewal
Searle	Renewal
Toyota	Renewal
Warner Lambert	Renewal
The Weather Channel	
American Cyanamid	Renewal
American Express	Renewal
American Fur	Renewal
American Gas Association	New client
Eastman Kodak	Renewal
General Motors	Renewal
Goodyear	Renewal
Heil-Whirlpool	Renewal
Hyatt Hotels	Renewal
London Fog	Renewal
Pillsbury	Renewal
Quaker Oats	Renewal
RCA	New client
Scott Paper	Renewal
Stokely-Van Camp	Renewal
Union Carbide	Renewal

* designates new to network advertising

Note: Cable News Network, CNN Headline News, Satellite News Channel 1, SIN Television Network and WTBS could not be reached by press time; they will be included in next month's listing.

- Hauser to exit top post at Warner Amex
- Western Show wrap-up
- More on MCI and Cox Cable voice venture
- Reaction to copyright rate hikes

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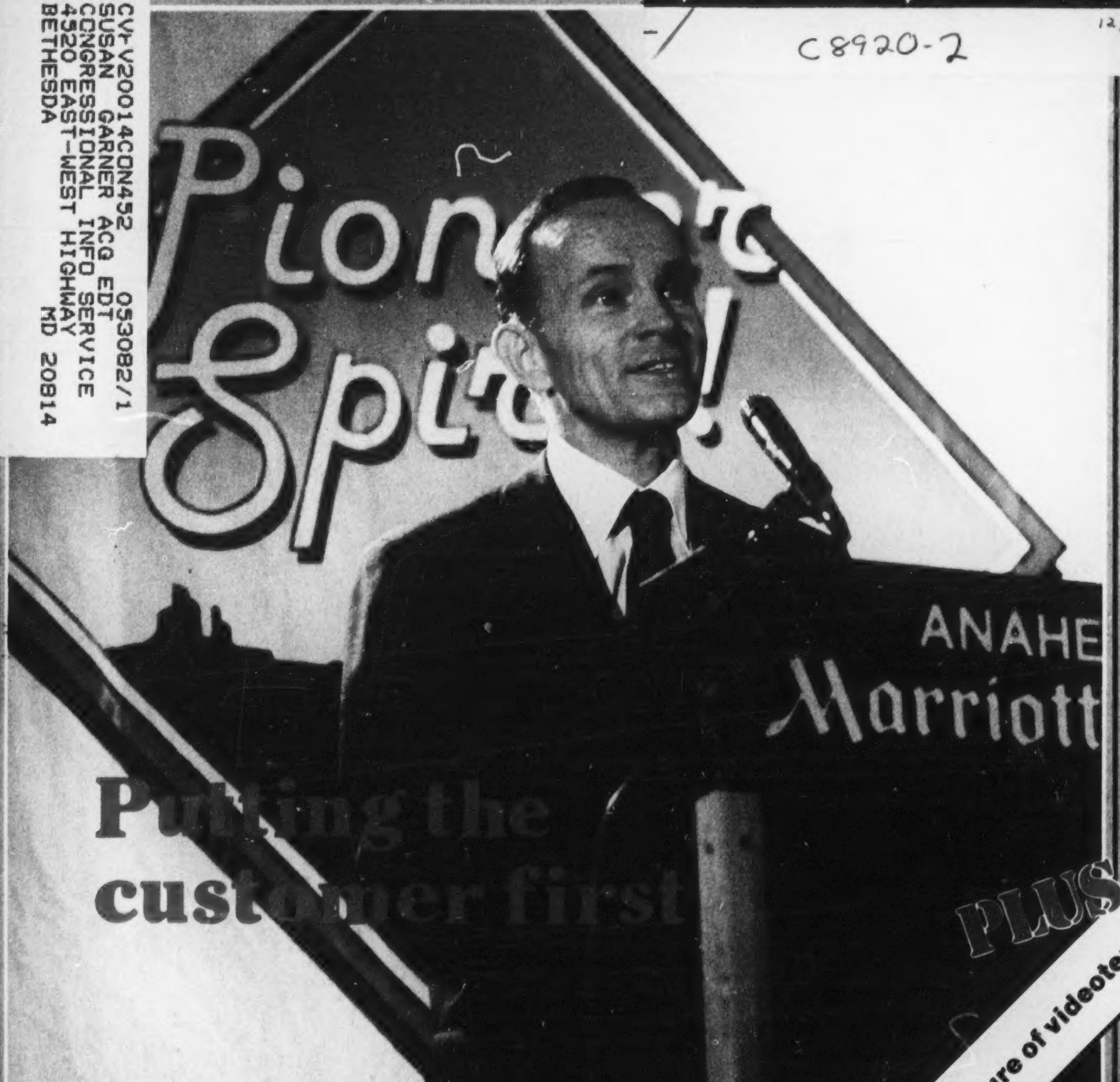

Putting the customer first

PLUS

The future of videotex

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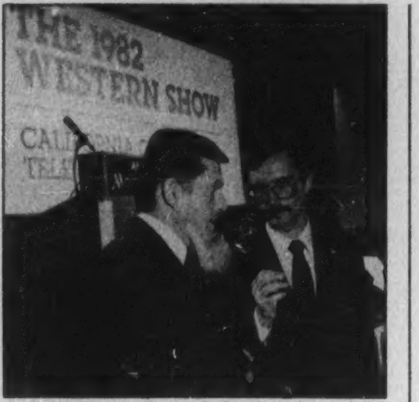


John Saeman, Daniels & Associates CEO, and Spencer Kaitz, CCTA president, exchange views at last week's Western Show.

Saddle sores

With arrows in their backs, Western Show-goers weary from a dozen other industry conventions this year, nevertheless had some innovative and sometimes radical outlooks on the maturing cable industry. **Leading the week, pages 13-16.**

Hauser exiting

Warner Amex's chairman and CEO for the past 10 years says he will step down after a successor is found. Warner Communications Inc. and American Express reportedly are evaluating recruitments for Hauser's post. Also, industry leaders, Hauser's peers, look back at Warner Amex achievements under Hauser—QUBE, cable emergency, pay-per-view and subscription TV. **Leading the week, pages 13-16.**

CATV phone home

MCI Communications wants to cut its costs of interconnecting with the Bell system by linking with interactive cable systems. The prospect could raise regulatory questions. **Leading the week, pages 13-16.**

Industry's CRT attack

Cable operators scramble to beat Jan. 1 implementation of higher royalty fees ordered by Copyright Royalty Tribunal. **Leading the week, pages 13-16.**

TCI-CNN link

TCI signs deal with CNN for spot on national tier. **Leading the week, pages 13-16.**

Texas leaguer

Warner Amex soon will announce plans for a Houston-area regional sports channel. **Leading the week, pages 13-16.**

Group W grade A

Malarkey-Taylor rates Group W best to build the 193,000-home Area 3 franchise in Chicago. Cablevision Systems is ranked a close second. **Leading the week, pages 13-16.**

Detroit bids

Cox Cable will build, operate and manage the costly Motor City franchise if a minority-controlled joint venture wins it. Analysts say cost may discourage other MSOs from bidding. **Leading the week, pages 13-16.**

Revamped strategy

GalaVision abandons 'conservative' marketing approach to increase its 100,000 subscriber base and distinguish itself from SIN. **Page 21.**

In the spirit

Companies prepare holiday promotional packages and charity programs to generate revenue and express goodwill. **Page 25.**

Fiberoptic reality

Times Fiber will build an $8 million fiberoptic cable system in Alameda County, Calif., a signal that the new technology may be viable. **Page 26.**

Convention wrap-up

Western Show panels tackled a wide range of topics, from packaging for cash to franchise woes, with some provocative and enlightening results. **Pages 57-60.**

Sacrificial offers

CCTA's Anna Marie Hutchison urges Western Show audience not to sacrifice sound business practices in refranchising bids. **Page 57.**

Western Show news

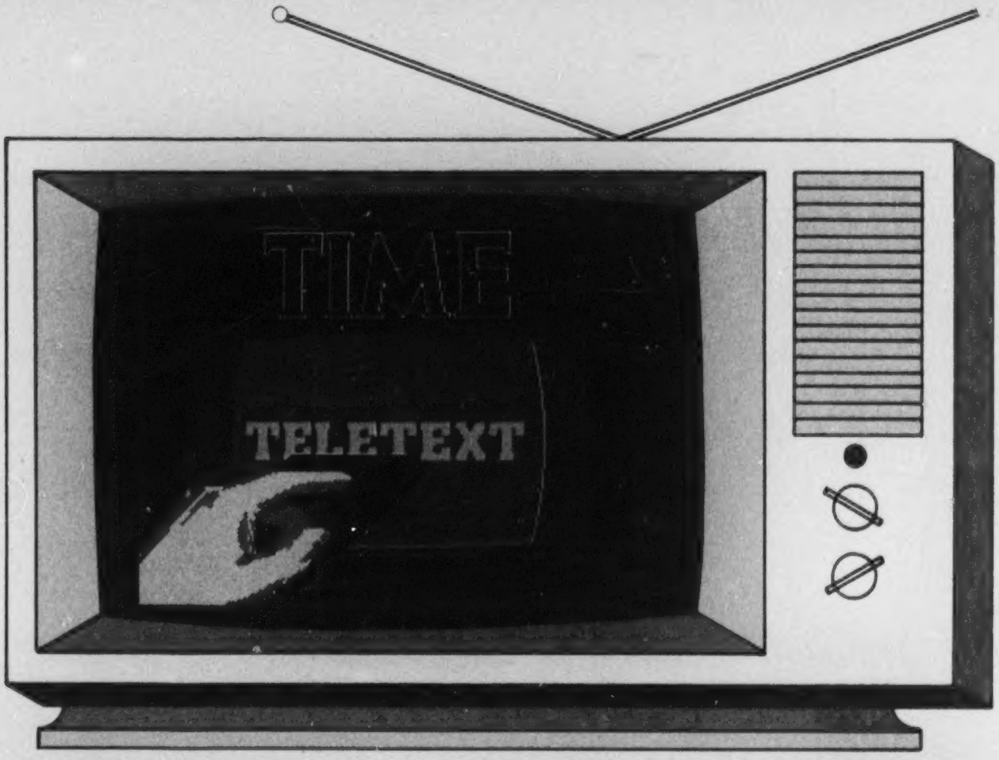
Manufacturers and suppliers of hardware and service implementation used the Western Show as a forum to announce new products and services and to strike agreements. **Page 65.**

About the cover

Group W's Chairman and CEO Dan Ritchie delivers keynote address at the 14th annual Western Show in Anaheim, Calif. Photo by Rob Stuehrk.

This week in PLUS

Time Inc., Knight-Ridder, Keycom and Times Mirror are leading the parade of videotex entrepreneurs. *CableVision Plus* looks at the results of their labors so far and asks the experts what the outlook is for the next decade . . . Disney's brand-new Epcot Center is more than an amusement park: it will be a stage for happenings on the upcoming Disney Channel. Disney's Jim Jimirro gives readers a preview of how it will play. **Pages 31-54.**


TIME
TELETEXT

Setting the videotex stage

By David Stoller

When 1990 rolls around, will you be reading a newspaper or watching a videotex screen? Analysts plot and predict the industry's future

JOHN D
MacDONALD
A NOVEL
CINNAMON
SKIN

photo courtesy CBS

'It is inconceivable that man will not make the fullest possible use of a medium which bridges the distance between himself and the objects of his interest.'

RCA Chairman David Sarnoff, as quoted in a speech by Larry Pfister, Videotex Industry Association chairman.

A curious button was circulated at Videotex '82 this June in New York. The button was the work of Gary Arlen, president of Arlen Communications, one of the leading videotex and teletext analysts. It read, "1990, I can't wait."

Nearly every attendee was seen sporting Arlen's creation at some point during the three-day conference. Many smiled as they put it on. Others wore it proudly, like a medal won in battle. A few people wore more than one.

These optimists believe the button's message, agreeing with Arlen's and others' prediction that 1990 will be the year that videotex will begin to make money. That year, it is hoped, will usher in a Golden Age of interactive television services, including home banking, shopping and other information marvels. But not everyone is so confident about the moneymaking potential of videotex and teletext services.

In fact, most analysts believe it is impossible to predict accurately how big the consumer market for videotex and teletext will become. Until these services are offered commercially, no one will place a bet that 1990 is going to be a year worth waiting for. (Note: Teletext is generally one-way transmission of graphics and text, primarily through a broadcast medium. Videotex is two-way graphics and text transmitted through phone or cable medium or through a combination of the two.)

Predictions on the market size for videotex services in 1990 range from as little as $1 billion to more than $10 billion. That range is so large that some analysts argue any predictions are ludicrous at best, especially during the next few years, when most of these services still will be in test phases.

To better understand the marketplace and to attempt to answer the question of when money will be made in videotex, *Cable Vision* interviewed the leading analysts in the field today. These analysts include Wall Street stock analysts and market researchers from businesses and universities.

1990
I CAN'T
WAIT

Waiting for videotex. Gary Arlen expects that the '90s will bring on the golden age of videotex, and that the main buyers of teleservices will be children now growing up in homes with personal computers.

Contradictions

For every point on which the analysts interviewed agree, there is a related point on which they disagree. First, they say that a videotex market will develop and will be viable. They differ, however, on which companies and which types of services will make it in the marketplace and when.

Analysts agree that cable television and the telephone industry will share in the money to be made from videotex. They disagree, however, on the size of cable's and telephone's share.

A third point of agreement is that the personal computer market—which has rapidly grown to around two million units in only a few short years—will play a major role in heightening consumer awareness and demand for videotex-like services. However, analysts disagree on whether videotex suppliers should go directly after the personal computer market. Some suggest that it would be "crazy" for videotex suppliers, especially those with telephone-based distribution systems, to ignore this marketplace. Others suggest that at some point, all videotex-like markets will overlap.

Small changes

The same issues that dominated Videotex '82 continue to loom the largest, although some small but potentially significant changes have occurred in the marketplace since then.

Key issues include establishing technical standards for both teletext and videotex and discerning what mix of services consumers will accept.

The legal questions surrounding a broadcast teletext standard and the use of the vertical blanking interval are ostensibly being left to the marketplace to resolve. The FCC has backed away from imposing either a technical broadcast teletext standard or a videotex standard. And the court decision in the *United Video vs. WGN* case over the VBI is not thought by analysts to have a deep effect on the teletext marketplace.

Rick Neustadt, a Washington, D.C., lawyer and consultant, suggests that three regulatory issues will effect the growth of videotex:

Some current teletext/videotex tests

Company	Type	Graphic Standard	Delivery Method	Subscribers	Sub Costs	Content	Advertising
Time Inc.	teletext	Telidon	full channel cable	400 homes in San Diego, Ca., Orlando, Fla.	$5-10 mo. (proposed)	5,000 pages news, weather, sports, travel, arts, entertainment	Yes
Times Mirror	videotex	Telidon	two-way cable and telephone lines	350 homes in Mission Viejo, Ca., Palos Verdes, Ca	NA	23,000 pages news, weather, sports, education, banking, shopping, messaging, games	Yes
Knight-Ridder/ AT&T	videotex	PLP/ Prestel	telephone lines	204 homes, Coral Gables, Fla., 1980-81; commercial operation in south Fla. starting July 1983	$25 mo. (expected)	75,000 pages* news, weather, sports, consumer information, banking, shopping, messaging, games	Yes
CBS/AT&T	videotex	modified PLP	telephone lines	200 homes Ridgewood, NJ	NA	6,000-8,000 pages news, weather, sports, financial information, banking, shopping, messaging, games	Yes
Keycom Electronic Publishing	teletext	Prestel	cable, via VBI of WTBS, Atlanta	Goal: 1 percent of WTBS subscribers by early 1985 (200,000 Homes)	$19.90/ mo	100 pages news, weather, sports, entertainment	
Cox Cable	videotex	Indax (alpha mosaic)	Two-way cable	300 homes San Diego, Ca., 100 Homes Omaha	$5.95 (proposed)	7,500 pages news, information, banking, shopping	No

*For commercial launch

standards, must-carry rules and local telephone prices. Standards, says Neustadt, will be fought out in the marketplace; the FCC soon will rule on must-carry and local telephone prices in the post-divestiture period are still uncertain.

Several analysts contend that the North American Broadcast Teletext Standard, endorsed by nearly every major broadcast and cableteletext experimenter, will become the *de facto* teletext standard in this country. Analysts also believe that a version of the AT&T-designed Presentation Level Protocol for videotex eventually will become the U.S. standard, even as soon as next year.

Versions of PLP now dominate every major videotex or cable-teletext test, including those from Times Mirror, Time Inc., CBS and Knight-Ridder. The latter two are partnered with Ma Bell in their experiments.

Another reason analysts suggest PLP will become the U.S. standard is the departure in October of British Videotex and Teletext from serious marketing of its Prestel standard in this country. The BVT has left the U.S. market for all intents and purposes, analysts agree.

Since Videotex '82, interest has begun to focus more on the U.S. videotex market debate, but it is the marketplace itself—with all its questionable curves, niches and hidden dangers that will choose the winners and losers. It will be some months and perhaps even some years before enough consumers are asked to pay for videotex services that the winners and losers can be discerned. Times Mirror only now is beginning to test price sensitivity in its two California-based videotex tests. And it won't be until next summer that Knight-Ridder's Viewtron gets its first commercial run in three southern Florida counties.

It takes 20 years

According to a report issued in March 1982 by the Institute of the Future, home-based shopping, banking, messaging and other electronic services "may well have an impact on many aspects of daily life as well as on the services currently provided by society.

"Just as television brought the salesman into the household along with entertainment and information, so widespread penetration of teletext/videotex will bring the home into the marketplace," the report said.

This look into the future only recently has begun to be realized. But videotex and teletext are just a decade old. In 1972, the British first demonstrated teletext, and only in September 1974 were the first teletext systems brought to market trial.

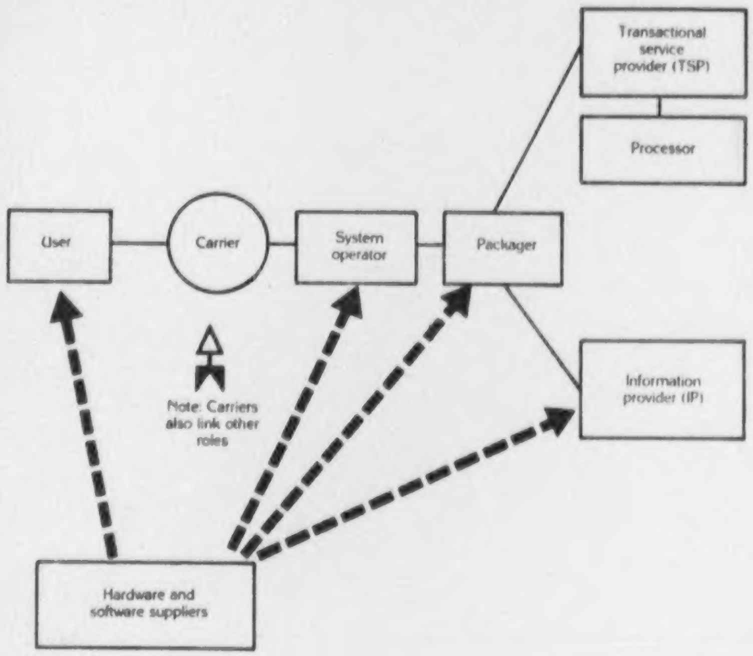
Still, to hear some videotex proponents tell it, the industry is proceeding at a pace consistent with the development of other technological innovations introduced in this century.

Says Videotex Industry Association Chairman Larry Pfister, "If you look at any new technology, it takes 20 years for it to mature. This is true for both television and cable. And if you figure that viewdata—or videotex—is about 11 years old, we should see it become a reality in this decade."

John Wicklein, author of *Electronic Nightmare—The New Communications and Freedom,* believes that a market for two-way catalog sales and electronic funds-transfer will arrive by 1990 and "in the long haul"—by 2010—will be "a profitable industry."

Industry structure: definition of roles

Basic set of roles and operational linkages (information flows)


Transactional service provider (TSP)
Processor
User
Carrier
System operator
Packager
Information provider (IP)
Note: Carriers also link other roles
Hardware and software suppliers

Source: CSP international, 1982

'I don't think the systems are "user-friendly" yet. They weren't put together with humanity in mind.'

John Wicklein, author, 'Electronic Nightmare'

But Wicklein also suggests that it will take about 30 years before our society switches to "electronic newspapers," unless there is a "drastic reduction" in computer time costs.

If computer costs do fall in the next several years, that is likely to stimulate a demand for computer-based interactive home information and entertainment systems. This will make the recent boom in personal computers seem small by comparison. If that scenario becomes a reality, Wicklein and others believe it is also likely that videotex and teletext systems will come into their own.

As consumers get used to using personal computers to play video games, for example, they will develop a desire to use computer-based systems for other services, such as classified ads or information, Wicklein says.

But there is one caveat—the humanity of the systems being developed and offered.

"I don't think the systems are 'user-friendly' yet," Wicklein comments. "I don't think the systems today were put together with humanity in mind."

Red Burns, director of the Alternative Media Center at New York University, agrees with Wicklein. Burns directed the development of the center's teletext project last year with WETA in Washington, D.C. She says current systems don't pay enough attention to design.

"You don't learn by hiring consultants," Burns chides. The systems that will work, she says, will work because they have the user in mind. "People have to get used to this. It has to be focused. It has to be identifiable."

What will work?

Which systems will profit both suppliers and people? In answering this question, analysts point to the British experience with Prestel, the first commercial videotex service.

Prestel, brought to market in 1979, has been a failure, according to many analysts. Prestel's creators expected to have one million users by the mid-1980s, but so far, they have garnered only 20,000 subscribers, primarily business clients.

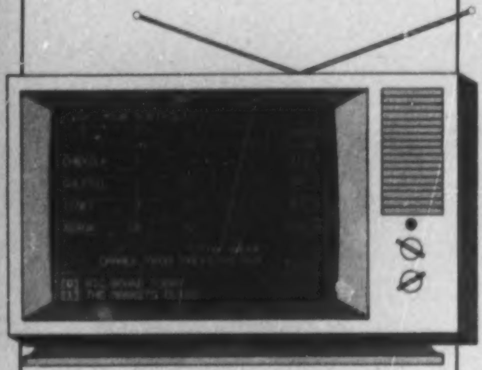
The Prestel experience dramatically highlights the problems with videotex services, the inherent problems that must be overcome in designing a service profitable for both supplier and consumer: content and technology.

Prestel's content was very broad. Nearly every information provider who desired to be part of the systems was allowed in. While Prestel's database was wide and varied, it was also cumbersome and difficult to manage.

In addition, each page of information a user accessed in the Prestel system cost a certain amount of money beyond the monthly service charges. This added to Prestel's total subscriber costs.

"The experience of Prestel shows you have to provide a basic block of services for a specific amount of money. The cost per page is too much," contends Wicklein.

Most U.S. videotex experimenters believe that an "integrated" system, providing everything from home banking and shopping to exact line-by-line replications of daily newspaper stories, is the most viable



Videotex and teletext's uses are sometimes financial (Time's teletext stock portfolio), . . .

videotex model for financial profit and human benefit. To one degree or another, most of the major U.S. trials, including those of Times Mirror, CBS, Knight-Ridder and Time Inc., use an integrated model.

The premise of the integrated model concept is that each consumer will find a few items on a whole "menu" of services that appeal to him and therefore will buy the entire service to get at these selected parts.

Says Steven Weissman, analyst with International Resource Development, "No one piece of information will make or break videotex. But a mix of services, designed for a specific market, will be needed. More than anything else, they (suppliers) will have to figure out what people in the community want and then find a price. Think of it like a cable tier. You want people to use it, so they have to be able to positively answer the question, 'What's in it for me?' You have to make people feel the service is for them."

Adds Hadassa Gerber, senior vice president for McCann-Erickson and a member of the VIA Board of Directors, "The U.S. tests have a better market chance than European tests had because they are more consumer than technology driven. Even the worst tests in the U.S are asking, 'How do we make money?'"

Gerber feels the development of several different tests in this country will enhance the chances of videotex and create greater consumer awareness in the process.

Despite the feelings of Weissman, Gerber and others, some analysts challenge the integrated services concept.

Mark Kriss, research manager for The Yankee Group's Home of the Future Planning, says "most" current videotex efforts are "misdirected."

Based on early trials, Kriss says, there is no evidence to suggest that information is driving the videotex market. The Yankee Group believes that by offering specialized entertainment services, such as telegambling and sophisticated interactive games, money can be made by videotex suppliers. But integrated services, especially telephone-based services, are "obsolete."

Kriss maintains that Knight-Ridder's Viewtron, CBS' Venture One and other tests are "too visionary. They are based on two obsolete assumptions: that a new terminal is needed in the home and that banks and retailers will drive the systems."

> *'Not everybody thinks and feels the same way. When respondents were asked to build their own bundle of services, well over 80 different combinations were suggested.'*
>
> *Arnold Reymer,*
> *president,*
> *Reymer and Gersin*

The home terminal is already there, insists Kriss. It's called the personal computer. Kriss predicts that 15 percent of the population will own a personal computer by 1985. And, he adds, the banks and retailers he's talked to are "going their own way." Retailers, says Kriss, are moving into "video shopping arcades" and looking at cable's direct marketing potential, not towards integrated videotex systems.

But Gary Arlen says "it's too early to tell" if integrated services will make it in the marketplace, because for now "it's working both ways."

Arlen agrees that entertainment is what has driven the new technologies and entertainment also will drive videotex but only so far. "At a certain point, the market will have to be pulled along, and I believe teleservices (such as banking and shopping) are the real pull," Arlen argues.

Michael Tyler, president of CSP International, a market research firm that has done a substantial teletext and videotex study, also believes that "in their present form," current services are "limited." However, Tyler also says "there is no doubt that there is a market" for videotex.

Some 100,000 people currently pay for videotex-like services in the U.S., subscribing to Dow Jones Information Retrieval Service, CompuServe, The Source, etc., "even though they are imperfect," Tyler points out.

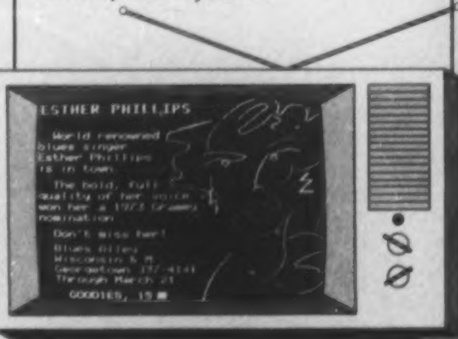
And in Britain, as of November 1982, there were 640,000 teletext users, up from 200,000 in just two years.

Tyler sees the marketplace as divided in terms of financial burdens. Four major groups will divide potential revenues:

- **System carriers:** the companies providing the mechanisms for moving the information. These carriers can be telephone or cable companies or broadcasters for teletext.
- **System operators:** the companies running the companies like Knight-Ridder, Times Mirror, CompuServe, etc.
- **Packagers:** the companies putting the bits of information into distinct services for information not viable on its own. These companies include HomeServ and Viewmart in the consumer market and Mead/Nexus in the business market.
- **Information providers:** those companies with information or services to sell.

Tyler is uncertain of how the money will be divided between the four groups. That depends on the "bargaining power" of each participant, he says.

Tyler also analyzes the "vertical integration" question differently than some others do. He says vertical integration, where one company controls the information, carriage and packaging of a service, has come about "because somebody has to do it," not because integration is the most cost-efficient way to develop such systems.


ESTHER PHILLIPS
World renowned blues singer Esther Phillips is in town.
The bold, full quality of her voice won her a 1973 Grammy nomination.
Don't miss her!
Blues Alley
Wisconsin & M
Georgetown 337-4141
Through March 21
GOODIES, 19

. . . sometimes entertainment-oriented (an ad on AMC/NYU's Washington, D.C., experiment), . . .

During this decade, Tyler sees specialized roles developing. We will move from today's phase where operators and packagers are partners—as in the Knight-Ridder/AT&T and CBS/AT&T tests—to an era where more specialized, regional and local information packagers enter the scene and exert influence. This is something also suggested by International Resource Development's Weissman.

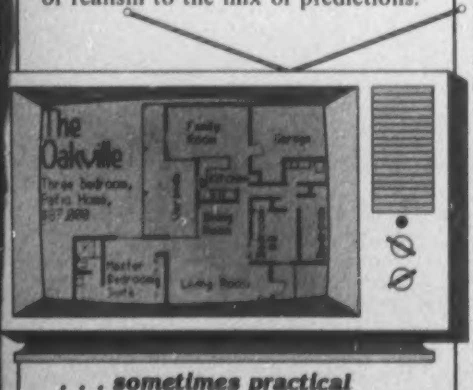
Around 1990, Tyler says, there will be specialized packager groups providing services like games. This is something already advocated by The Yankee Group.

According to Mark Plakias, director of research for Link Resources, another market research company, 1990 is the year the demand curve for videotex will start to rise. The market won't be as large as some have predicted, but it "will definitely be on the way up," Plakias says. Plakias predicts a $2-$3 billion market in 1989, based on a "tight" definition of videotex, which excludes services like CompuServe and Dow Jones.

Like Mark Kriss, Plakias notes that the "single most overriding" issue in developing videotex service models is how much of the resources should go to developing a database. It's very clear from research, Plakias argues, that what people are using most are the least labor-intensive applications of computer-based services—games, community bulletin boards, messaging: services that are essentially "user-created."

What Wall Street sees

One barometer of the potential for videotex is Wall Street. While the cable industry has learned to be wary of Wall Street's sometimes myopic views, a look at how the Big Board watchers view the infant videotex industry can lend a touch of realism to the mix of predictions.



. . . sometimes practical (house hunting via Knight-Ridder's Viewtron), . . .

Wall Streeters looking at videotex typically are examining how the business will affect stock prices. But either because or in spite of this, Wall Street is somewhat favorable toward videotex development.

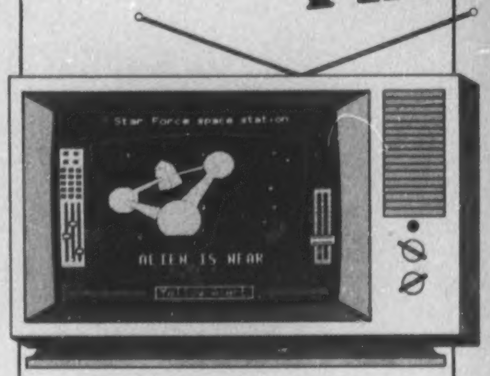
A report on the industry by A.G. Becker analysts Anthony Hoffman and Barry Kaplan states that "it is at present difficult, if not impossible, to develop financial projections for any proposed service." No one, they write, has a clear picture of how either the technologies or the market for them will evolve. They state, "Many of the corporate players feel compelled to participate out of fear of missing out on something. The current consensus seems to say, 'We don't know what's going to happen, but we want to be there if it takes off.' "

> *'The current consensus seems to say, "We don't know what's going to happen, but we want to be there if it takes off." '*
>
> *Anthony Hoffman and Barry Kaplan, A.G. Becker analysts, in a report on the industry.*

Hoffman and Kaplan wonder whether TV manufacturers will incorporate decoder chips into their sets, and more importantly, whether consumers will be willing to pay higher prices—which some have predicted could be around $50 to $100—for teletext-ready sets. Another question is whether full channel cable-transmitted teletext or videotex will "leap frog" broadcast teletext.

Despite their questions, most Wall Street analysts believe that cable television could benefit from videotex within this decade. But they add that these services will not have a dramatic effect on cable's revenue stream. Not just yet.

Ellen Sachar, vice president at Goldman Sachs, in a speech before a newspaper group in September, said that consumers would be more willing to pay to shop or bank at home on a transaction or per-use basis than on the monthly packages proposed by some testers. It was her view that the telephone system, however divested, would be in a "better position" to handle this business than newspapers, broadcasters or cable operators.



. . . and sometimes frivolous (Times Mirror's Videotex America space game).

But Donaldson, Lufkin & Jenrette analyst Dennis Leibowitz has written that there are "pluses and minuses" for both cable and telephone companies in videotex. Telephone's universal penetration and its dedicated lines are its big advantages, while cable's are bandwidth and costs, Leibowitz says.

Regardless of the arguments for cable or telephone-based systems, the important issue is whether videotex is economically feasible, he adds. "As a free-standing product costing consumers $25 to $40 a month—the usual predicted range of mandatory charges—the question is a very serious one," he writes.

Liebowitz says the videotex market will not materialize until the second half of the 1980s. He adds that cable will get some of the market, and it will "add meaningfully" to industry income but it will not be an "overwhelming income provider."

Showdown: cable vs. telco

While they recognize the importance of the cable versus telco debate, analysts seem divided on the question. Many say it will finally depend on each market and each service.

Hadassa Gerber says a "first come, first served" marketplace will operate and that the first service, whatever its merits, will typically win. She compares this to cable's problem of dislodging established STV providers in certain marketplaces.

"People are reluctant to change," the ad executive comments. "There are many different markets out there. Broadcast teletext will serve one function, telephone videotex, cable teletext and information on personal computer other markets.

However, they are not mutually exclusive."

Mark Kriss believes that cable, if it continues to use an entertainment model, has the advantage over telephone-based systems. "Cable is entertainment based, and videotex through the telephone must be offset upfront by a $600 to $800 converter cost. Telephone can do some things that cable also does, but it can't tie into video programming."

Kriss says the "real role" for telephone-based services is to address the personal computer market. "Viewtron etc., has to become more of a time-sharing company, more like CompuServe, with network gaming, messaging and bulletin boards."

Link's Mark Plakias says cable's eventual role will be in distribution, not in packaging. This is similar to CSP International's scenario. In the 1990s, Plakias says, MSOs will begin to recognize that they don't have to "shoulder the costs" of providing converters and will be able to change to the more profitable role of distributor. AT&T, he suggests, will not be in the converter market either, but will settle for the role of "interconnector," much like the "gateway" systems in Europe—connecting individual systems together by means of large computers.

How many markets

Tangled up with the debate over the delivery mode of videotex is a question of the size, scope and direction of the marketplace. Many analysts suggest that there are several distinct videotex marketplaces. These analyses are borne out by consumer research.

Research conducted by Reymer and Gersin, a Michigan-based research company, found that a "substantial market for videotex services on cable exists," according to company President Arnold Reymer.

Reymer also discovered that "it's not one big market out there. Not everybody thinks and feels the same way. When respondents were asked to build their own bundle of services they wanted, well over 80 different combinations were suggested."

In fact, Reymer said at Videotex '82, there may be "two, three or more distinct markets for videotex, even within the same city."

Reymer and Gersin's *National Electronic Home Services Test,* a special half-hour TV program broadcast in 17 different markets, which tested the reactions to videotex services of 7,000 potential consumers, had mixed responses.

According to the study's findings, 23 percent of respondents liked some information services but were unsure about transactional services. Another 24 percent "loved" transactional services but not information services. Only 17 percent disliked all services and only 19 percent loved all services. An equal percentage (17 percent) were "so-so" about all services.

It seems that the only way to determine what people will accept or reject in videotex—like soap—is to manufacture a product and put it out on the market. And no matter how "imperfect" today's models are, they will be the ones consumers will be confronted with. These tests will prove how deep, wide or fickle the videotex market is. The next question is, will it play in Peoria?"

The first videotex "Peorias" are already here. Keyfax, a teletext service delivered over the VBI Atlanta superstation WTBS, is now being marketed, albeit very slowly. Next summer Knight-Ridder will unveil the first commercial application of Viewtron in three south Florida counties. And also within a year, if the FCC finally gives a thumbs up, CBS and NBC will start to deliver commercially broadcast teletext services.

Analysts suggest that a combination of subscriber, transactional and advertising revenues will have to be generated to successfully start the videotex revenue stream flowing. Eventually, however, analysts say that only specialized information and a few transactions will be funded by subscribers. Advertisers and information providers will have to supply the main source of revenues.

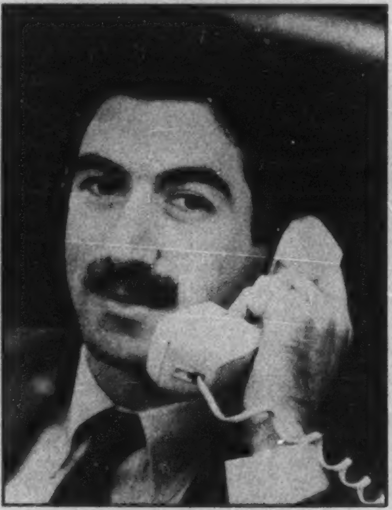
Mark Kriss of the Yankee Group maintains that what consumers pay is not important. What's important is "how much they churn."

Gary Arlen believes that changes in society will create the videotex market. He maintains that the growing number of single-person households, shrinking family size and the greater devotion to useful leisure time will "accelerate acceptance of teleservices." He also says that children now growing up in homes with computers will be the main teleservice buyers in the 1990s.

According to Link's Mark Plakias, "In one sense we are engaged in a very massive self-fulfilling prophesy. At a certain point you don't care who subscribes, as long as they write you a check." ■

'There are many different teletext, videotex and personal computer markets out there. They are not mutually exclusive.'

Hadassa Gerber,
senior vice president,
McCann-Erickson



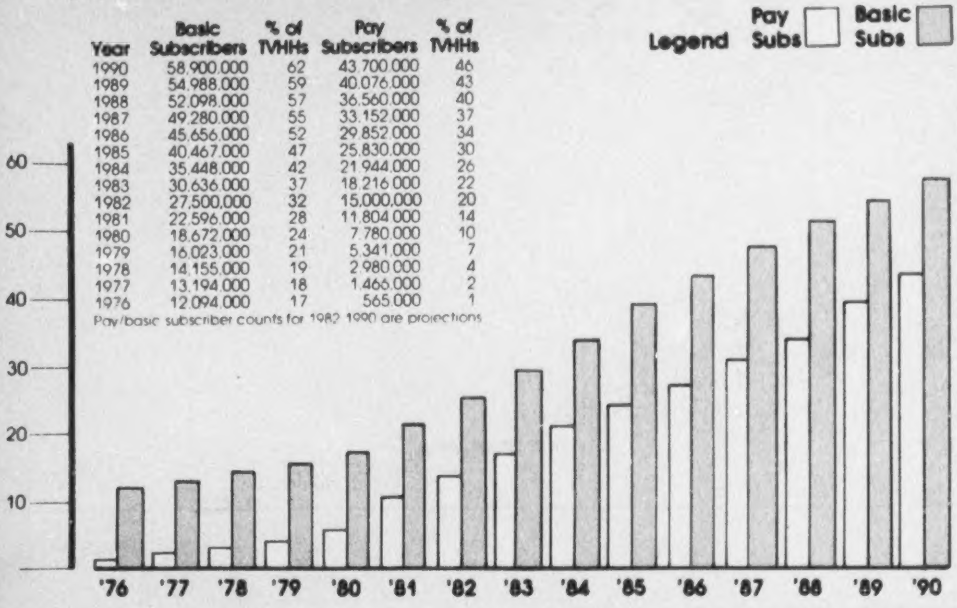
'Telephone can do some things that cable does, but it can't tie into video programming.'

Mark Kriss,
research manger,
Home of the Future Planning Service,
The Yankee Group

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27,500,000	32	15,000,000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Film product comparison—November

Film	Pay Networks					Distributor
A Challenge for Robin Hood		ST*			(C)	Warner Bros
A Christmas Carol		ST	TMC		C	Gold Key
A Clockwork Orange					C*	Warner Bros.
A Dangerous Friend					C	Warner Bros.
A Global Affair		ST			(C)	MGM/UA
A Life of Her Own		ST				MGM/UA
Across the Great Divide			TMC			Simcom
Airplane		ST	(TMC)		(C)	Paramount
All That Jazz	HBO					20th Century-Fox
All the Fine Young Cannibals		(ST)		(HTN)	C	MGM/UA
All the Marbles	(HBO)	(ST)	(TMC)		C	MGM/UA
Allegro Non Tropo					C	Atlantic
Altered States		ST*	(TMC)			Warner Bros.
American Wilderness	HBO					Simcom
Animal Crackers				HTN		Universal
Arthur	(HBO)	(ST)	TMC*	(HTN)		Warner Bros.
The Asphalt Jungle				HTN*		MGM/UA
Back Roads		(ST)	(TMC)		C*	CBS
Barry Lyndon				(HTN)	C*	Warner Bros.
Battleground		(ST)			C	MGM/UA
Belle Starr					C*	Worldvision
Bells are Ringing				HTN*		MGM/UA
The Best		ST				Andrews/Mitchell
Big Bad Mama					C	New World
Billy Jack					C	Warner Bros.
The Blackboard Jungle				(HTN)	C	MGM/UA
Blow Up					C*	MGM/UA
Body Heat	(HBO)	ST*	(TMC)			Warner Bros.
The Border	HBO	ST	TMC			Universal
Boys' Night Out		(ST)		HTN*	C	MGM/UA
Breaker Morant			TMC	(HTN)	C*	New World
Brian's Song		(ST)		(HTN)	C*	Columbia
Bring Me the Head of Alfredo Garcia					C	MGM/UA
The Brothers Karamazov				HTN*	(C)	MGM/UA
Buddy Buddy	HBO	ST	TMC			MGM/UA
Carbon Copy	(HBO)				C*	Embassy
Carnal Knowledge		ST			C	Embassy
Cat and the Canary		ST		(HTN)		Universal
Cattle Annie and Little Britches	(HBO)				C	Hemdale
Cattle King					C	MGM/UA
Caveman		ST				MGM/UA
Champion of Death					C	MGM/UA
Chanel Solitaire			TMC			United Film
Cheech and Chong's Nice Dreams		ST	TMC		C	Columbia
Choices			TMC*			Serendipity
Christmas Mountain		ST*			C	Christmas Mountain
The Christmas That Almost Wasn't					C	Cinetel
Chu Chu and the Philly Flash		(ST)	(TMC)	HTN*		20th Century-Fox
Clash of the Titans	(HBO)		(TMC)	(HTN)	C	MGM/UA
Cleopatra Jones and the Casino of Gold					C	Warner Bros.
Confessions of a Pop Performer					C	Columbia
Continental Divide				HTN*		Universal
Corky					C	MGM/UA
Cutter's Way	HBO*				(C)	MGM/UA
The Damned					C	Warner Bros.
Danny				HTN*		Wombat
Don't Cry, It's Only Thunder	HBO		TMC	HTN		Sanrio
Don't Go Near the Water				HTN*		MGM/UA
The Dot and Santa Claus		ST	TMC			Satori
The Drowning Pool				(HTN)	C*	Warner Bros.
Drum					C*	MGM/UA
The Elephant Man		(ST)	TMC	(HTN)	(C)	Paramount
Elvis		(ST)	TMC			Worldvision
The Emigrants					C	Warner Bros.
The Enforcer	(HBO)	ST				Warner Bros.
Enter the Ninja		ST*	TMC*			Viacom
Equus			TMC			MGM/UA
Everthing You've Always Wanted To Know About Sex But Were Afraid To Ask					C	MGM/UA
Eye of the Needle	(HBO)	(ST)	(TMC)		C	MGM/UA
Eyewitness		ST				20th Century-Fox
Falling in Love Again	HBO*	ST	(TMC)			Badish
Father Figure	HBO*					HBO
Fiddler on the Roof		ST	TMC	(HTN)	(C)	MGM/UA
Final Assignment	HBO		TMC			Almi Group
Fists of Fury			TMC			Golden Harvest
Flash Gordon	HBO				(C)	HBO
For Your Eyes Only	(HBO)	(ST)	TMC	(HTN)	C	MGM/UA
The Four Horsemen of the Apoclaypse		(ST)		HTN*	C*	MGM/UA
The French Lieutenant's Woman	HBO	ST	TMC			MGM/UA
The Four Seasons	(HBO)		TMC	(HTN)		Universal
Full Moon High			TMC			Orion
Games Girls Play					C	Simcom
The Gathering					C*	Worldvision
The Gathering Part II					C	Worldvision
Gideon's Trumpet			TMC			Worldvision
Gimme Shelter					C	Almi Group
Going Ape	(HBO)	ST	(TMC)			Paramount
Goodbye Emmanuelle		ST*			(C)	Miramax
The Great Adventure	HBO*					Simcom
The Great Muppet Caper	(HBO)				C	AFD
The Gumball Rally				HTN*	(C)	Warner Bros.
Gunn				HTN		Paramount
The Hanging Tree				(HTN)	C	Warner Bros.
Happy Birthday to Me		ST*				Columbia
Harold and Maude		ST				Paramount
Harper Valley P.T.A.					C*	April Fool
Heidi					C	Warner Bros.
Hell's Angels				HTN*	(C)	Universal
The Hideaways	(HBO)	ST*	(TMC)			Telepictures
High Midnight				HTN*		Universal
Home From the Hill					C	MGM/UA
Hondo				HTN	(C)	Batjac
Honky Tonk Freeway					C	AFD
The Howling	HBO*	(ST)				Wescom
Huckleberry Finn			TMC			MGM/UA
Hunted in Holland					C*	Janus
The Hunter		ST*	TMC*		(C)	Paramount

Cable stats

Film	Pay Networks					Distributor
Ice Castles	HBO*	ST*				Columbia
I'll Cry Tomorrow				HTN*	(C)	MGM/UA
Improper Channels		(ST)	(TMC)	(HTN)	C	Crown International
In Praise of Older Women		ST			(C)	Embassy
The Incredible Shinking Woman	(HBO)	ST*	(TMC)	HTN*		Universal
The Incredible 20th Century				HTN*		20th Century-Fox
The Intruder					C*	S.J. International
Jack and the Beanstalk	HBO			(HTN)		Columbia
Jesus		ST				Warner Bros.
Just Before Dawn		(ST)	TMC*			Juniper
King of Kings				HTN	C	MGM/UA
Knightriders	HBO		(TMC)			United Film
The Last Time I Saw Paris		(ST)		HTN*	(C)	MGM/UA
The Last Word			TMC			Samuel Goldwyn Co.
The Learning Tree				(HTN)	C	Warner Bros.
Legend of the Lone Ranger					C	ITC
Les Girls				HTN*	(C)	MGM/UA
Let's Do It Again					C*	Warner Bros.
The Little Prince				HTN*		Paramount
Loophole	(HBO)		(TMC)	HTN*		Telepictures
Looping		ST				Viacom
Love and Money			TMC*			Lorimar
Love at First Sight			TMC			Atlantic
Love is Better Than Ever		ST				MGM/UA
Love Me or Leave Me		ST		HTN*	C*	MGM/UA
Made in Paris		ST		HTN*	C	MGM/UA
March of the Wooden Soldiers	HBO					Prime TV Films
The Marvelous Land of Oz				HTN*		Universal
Massacre at Central High	(HBO)	ST	(TMC)			Viacom
Melvin and Howard		ST	(TMC)			Universal
MGM's Big Parade of Comedy				HTN*		MGM/UA
Modern Problems	HBO	ST	TMC	HTN		20th Century-Fox
Modern Romance		ST				Columbia
Montenegro	HBO	ST*				Atlantic
Monthy Python and the Holy Grail					C*	Almi Group
The Music Man					C*	Warner Bros.
Mystery of the Million Dollar Hockey Puck					C*	Cinepix
Nicholas Nickelby					C	Janus
Never So Few		(ST)		HTN*		MGM/UA
Nijinski			TMC		(C)	Paramount
Nine to Five	HBO	ST*	(TMC)	(HTN)		20th Century-Fox
Nobody's Perfect			TMC			Columbia
North by Northwest				(HTN)	C	MGM/UA
O Lucky Man					C	Warner Bros.
Oh Heavenly Dog	HBO*				(C)	Mulberry Square
Oliver	HBO	ST		HTN		Columbia
Oliver Twist		(ST)	TMC			Warner Bros.
On Golden Pond	HBO					AFD
On the Right Track	(HBO)	(ST)		HTN*		20th Century-Fox
On the Town				HTN	C	MGM/UA
The Optimists				HTN*		Paramount
The Outlaw				HTN*		Universal
The Painted Hills		ST				MGM/UA
Paper Tiger			TMC		(C)	Castle Hill
The Passenger				HTN*		MGM/UA
Penelope				HTN*	(C)	MGM/UA
Pretty Maids All in a Row		ST*				MGM/UA
Quo Vadis		(ST)		HTN*	C	MGM/UA
Race for Your Life Charlie Brown	HBO		TMC*			Paramount
Raggedy Ann and Andy	(HBO)		TMC			Aurora Films
Ragtime	HBO*					HBO
Rascal Dazzle	HBO*					Castle Hill
Return of the Secaucus Seven		(ST)	TMC			Libra
Rock for Kampuchea					C*	Miramax
Rose Marie		ST*				MGM/UA
Sayonara					C	Samuel Goldwyn Co.
Serial		(ST)	TMC*		C	Paramount
Shoeshine					C*	Film Verhuurk
The Shogun Warriors: Dan Guard Ace		ST				Blum Group
Silence of the North	(HBO)	ST		(HTN)		Universal
Silk Stockings				HTN	(C)	MGM/UA
Silver Streak		(ST)		HTN*		20th Century-Fox
Smoky Bites the Dust			TMC			New World
S.O.B.	(HBO)	(ST)	(TMC)		C	Lorimar
So Fine	(HBO)	ST*	(TMC)			Warner Bros.
Soldiers Three		ST*				MGM/UA
Southern Comfort		ST*	TMC*		(C)	Atlantic
Spirit of St. Louis					C*	Warner Bros.
Stir Crazy	HBO		TMC*			Columbia
Stranger in the House	(HBO)	ST				Warner Bros.
Stripes	(HBO)		(TMC)	(HTN)	C	Columbia
Sunday in New York		(ST)			C	MGM/UA
Taps	HBO	ST	TMC	HTN		20th Century-Fox
The Tender Trap				HTN		MGM/UA
Tess	(HBO)	ST		HTN*	C	Columbia
The 13th Day: The Story of Esther				HTN*		Universal
They All Laughed	HBO					HBO
This Is Elvis	HBO	(ST)	(TMC)	(HTN)		Warner Bros.
Three Days of the Condor			TMC*		C*	Paramount
The Three Musketeers			TMC			Robert Pik
Tim		(ST)	(HTN)	HTN*		Satori
Torch Song		ST*				MGM/UA
Tribute					C*	HBO
Trilogy	(HBO)	ST*				Viacom
Twelve Plus One		ST				Ho-Tel
The V.I.P.'s				HTN	C*	MGM/UA
Visions of Christmas Past				HTN		Universal
Viva Las Vegas				HTN*		MGM/UA
The Voyage			TMC			MGM/UA
The Voyage of Tanai		ST				NMD Films
Where the Spies Are		(ST)			C*	MGM/UA
The Wild Geese	HBO*					HBO
Willy Wonka and the Chocolate Factory	HBO*			HTN*		Warner Bros.
Winds of Change		ST				Sanrio
Woodstock					C	Warner Bros.
Zorro, The Gay Blade	HBO			HTN		20th Century-Fox

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in July, August, September, October and/or November.

■ An asterisk following a network indicates the film is a carry-over from July, August, September, October and/or November.

■ In total, 213 films appear on the December schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (July-December 1982), one film ("For Your Eyes Only") played on all five services, 33 on three and 60 on two services. One hundred and four films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 56, followed by Warner Brothers with 28 and Universal with 14. Starting this month, films distributed by Cinema 5 will be listed as Almi Group.

■ "Taps," the controversial military school drama starring Timothy Button lands on four of the five program guide covers this month (HBO/Cinemax, Showtime, TMC and HTN Plus). Runner-up on December cover space: "The French Lieutenant's Woman" (Showtime, HBO/Cinemax and TMC). TMC also has "Modern Problems" and "Buddy Buddy" featured. "Modern Problems" can be found as well on HBO/Cinemax's guide. HBO's cover highlights the exclusive run of "On Golden Pond," the Oscar-winning family drama itself highlighted by the performances of Henry Fonda (his last movie) and Katherine Hepburn. "On Golden Pond" can also be found on the HBO/Cinemax guide cover.

Top 20 MSOs

Rank	Multiple System Operator	Subscribers	
1.	Tele-Communications Inc.[1]	2,200,000	(9/31)
2.	American Television and Communications	2,057,280	(9/31)
3.	Group W Cable	1,809,043	
4.	Cox Cable Communications	1,248,879	
5.	Storer Cable Communications	1,106,278	
6.	Warner Amex Cable Communications	1,100,000	
7.	Times Mirror	740,077	(9/30)
8.	Rogers-UA Cablesystems	675,461	
9.	Newhouse Broadcasting[2]	666,043	
10.	Viacom Cablevision[3]	592,841	
11.	Continental Cablevision	563,857	
12.	United Cable Television Corp.	522,980	
13.	Sammons Communications	512,052	
14.	TeleCable Corp.	503,794	(9/30)
15.	Capital Cities Cable	313,172	
16.	General Electric Cable Corp.	302,500	
17.	Cablevision Systems Development	270,000	
18.	Heritage Communications	253,964	(9/30)
19.	Comcast Corp.	265,000	
20.	Liberty Communications	245,000	

[1] Number is a company estimate; the last official subscriber count is as of 12/81.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes 40% ownership in NorCal Cable.

Top 20 systems

Rank	Location	Operator	Subscribers	
1.	San Diego, Calif.	Cox Cable	220,836	
2.	Oyster Bay (Long Island), N.Y.	Cablevision Systems	169,448	(9/31)
3.	Manhattan, N.Y.	ATC	166,725	(9/31)
4.	West Orange, N.J.	Maclean Hunter	140,907	(9/30)
5.	Santa Monica (L.A. area), Calif.	Theta Cable	129,807	(9/30)
6.	San Antonio, Texas	Rogers-UA Cablesystems	134,900	
7.	Wayne, N.J.	Rogers-UA Cablesystems	111,432	
8.	Tulsa, Okla.	United Cable	102,163	
9.	Austin, Texas	ATC	98,900	(9/31)
10.	Erie County, N.Y.	Prime Cable	97,032	
11.	Audubon, N.J.	NYT Cable	95,733	
12.	San Jose, Calif.	Gill Industries	92,996	
13.	Tidewater, Va.	Cox Cable	89,288	
14.	Central Islip, N.Y.	Viacom	83,063	
15.	Orlando, Fla.	ATC	82,300	(9/31)
16.	Jefferson Parish/Kenner, La.	Cox Cable	80,160	
17.	Seattle, Wash.	Group W Cable	80,040	
18.	Toledo, Ohio	Buckeye Cablevision	75,418	
19.	Manhattan, N.Y.	Group W Cable	75,246	
20.	Memphis, Tenn.	ATC	73,400	

Note: Subscriber counts for MSOs and systems are as of 10/82 unless noted otherwise.

CBS HBO

- HBO, CBS and Columbia Pictures plan movie studio
- QUBE celebrates its fifth anniversary
- Vanguard network: The alternative to the New Right
- Analysts view prospects for pay TV in Canada

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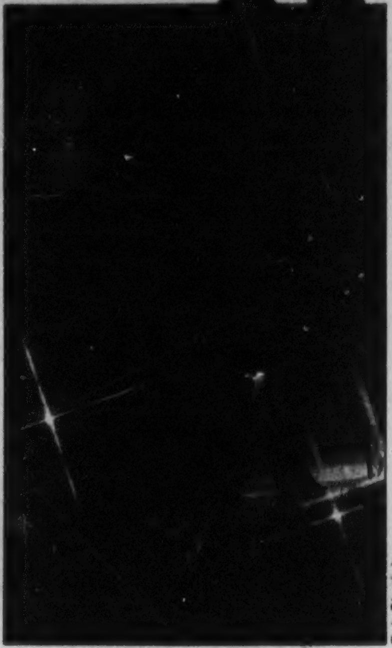


Rob Stuehrk

Tuxedos and boots

Cable Week in Southern California was a party-goer's marathon. It demanded exceptional stamina, exhaustive wardrobes and eclectic stomachs. **Page 54.**

HBO, CBS, Columbia deal

Partnership will create a film production and distribution studio. Columbia Pictures will provide theatrical distribution and support services, HBO will license motion pictures for pay TV and CBS will license the films for subsequent broadcast. **Leading the week, pages 13-24.**

Executive switch

In another sudden executive switch, Chris Derick, president of Group W Cable, has resigned because of philosophical differences. Burt Staniar, former marketing vice president, assumes the presidency. **Leading the week, pages 13-24.**

FCC oversight

House Telecommunications Subcommittee quizes FCC Chairman Mark Fowler on proposed rulemakings that would eliminate network/cable cross-ownership restrictions and the network syndication and financial interest rules. **Leading the week, pages 13-24.**

Goldwater bill

Prospects for the cable copyright bill in this month's lame-duck session of Congress hinge on the legislation's tenuous coalition and a clear path through a crowded docket of budget and jobs legislation. **Leading the week, pages 13-24.**

Cross-ownership support

U.S. Justice Department comments favor a proposal to eliminate prohibitions on broadcast network ownership of cable systems. **Leading the week, pages 13-24.**

Liberal Vanguard

The Vanguard Network, scheduled for launch in 1983, takes aim at the New Right's high-tech TV efforts with liberal-oriented programming fare. **Leading the week, pages 13-24.**

Pittsburgh sports channel

One month before its scheduled launch of a regional sports pay channel in Houston, Warner Amex announced a similar venture for the Pittsburgh area. **Leading the week, pages 13-24.**

QUBE anniversary

On Dec. 1, 1977, Warner Amex launched its innovative QUBE system in Columbus, Ohio. There were 9,000 subscribers. Now, with 50,000 subs, the 5-year-old system is recognized for pioneering a number of programming concepts and services. **Page 27.**

Appealing argument

The NCTA seeks immediate reversal of "arbitrary and capricious" cable royalty rates, including a 3.75 percent rate on gross revenue, for new distant signals. Other parties are intervening in the NCTA's appeal. **Page 148.**

About the cover

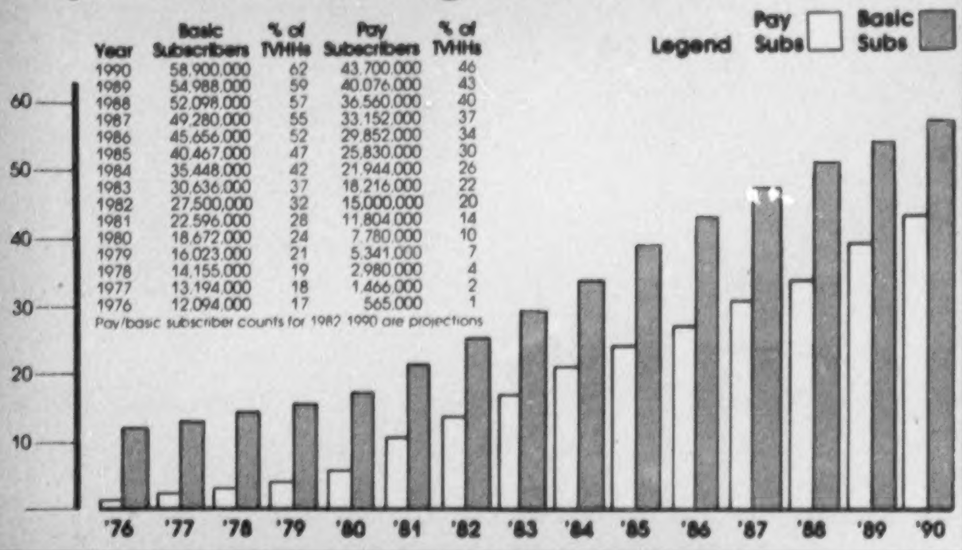
Martin Mull entertained guests at the California Cable Television Association's closing-night dinner at the Western Show in Anaheim, Calif. Photo by Rob Stuehrk.

This week in PLUS

Is the cable franchise Camelot in its twilight? Mountain States Legal Foundation has challenged the legality of Denver's franchise on First Amendment grounds. If the court agrees with Mountain States' argument, the cable industry will have to rethink a process taken for granted thus far. . . The competition is getting tougher for DBS and USTV is staying in the forefront. *CableVision Plus* interviews Hal Krisbergh and Francesco Galesi, who discuss USTV's place in the market and how its medium-power satellite will allow for lower costs and more programming variety, and discuss their plan to fill in the blanks that cable leaves. . . United Video's decision to sign up for a transponder on Satcom I in 1978 was a big step for a company of its size, but turned out to be a gamble that paid off well. Now, plans include a Spacenet transponder and maybe much more. **Pages 79-102.**

Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982 1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Franchising calendar

This chart examines the franchise status of communities during the second half of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82.

Arizona
South Tucson—City Council reviewing four bids received: Cox Cable, Saguaro Cable TV, Tele-Vue Corp. and Tri-West CableVision Inc.

California
Beaumont—award to Field Cablevision 8/82 (3,200 homes).
Bellflower—award not expected until December.
Davis—franchise agreement reached with Davis Cable Cooperative; final city council approval expected 12/82 (14,000 homes).
East San Fernando Valley—DOT recommended top-ranked Valley Cable; award expected 1/83.
East Yolo—developing RFP; expect to issue by 12/82.
El Monte—final agreement signed with Group W 9/14/82.
Hacienda Heights, West Whittier, Bassett, Valinda, Whitter Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite.
Hawthorne-awarded to Group W.
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—franchise award to Tribune Cable Co. finalized 11/2/82 (26,000 homes).
Lomita—cable consultant ranked applicants: 1) Group W, 2) Colony Communications, 3) Falcon Communications; award expected 1/83 (8,136 homes).
Los Altos—pending.
Los Angeles, South Central Region—pending.
Palo Alto—city council voted to allow private companies to bid on franchise; drafting RFP (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes).
San Buenaventura—beginning to study feasibility.
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82.
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder).
South Monrovia—two bidders: Group W, Falcon Cable (5,000 homes).
South Whittier—United cable recommended; award expected 1/83. (1,700 homes).
Sunnyvale—city received no interest by top 30 MSOs to bid on franchise; negotiating with Sunnyvale Cable TV to renew current franchise.
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%).

Colorado
Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Northglenn—American Television and Communications sole bidder 9/82.
Platteville—two applicants: Satellite Communications and Platteville Cablevision; award expected 12/82 (825 homes).
Wheat Ridge—voters approved franchise award to ATC 6/23.

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC.

District of Columbia
District council approved cable bills; RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of city.
Tampa—negotiating with Tribune Cable Co.; final agreement expected 12/82 (114,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Alsip—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82.
Bensenville—final negotiations with Continental in progress.
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—negotiating with Cablevision of Chicago.
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable.
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—reviewing applicants; award expected 11/82.
LaGrange, LaGrange Park, Indian Head Park, Riverside—individual villages enacting cable ordinances to finalize franchise agreement with Centel; final action expected 1/83.
Lincolnwood—final agreement with Cablevision of Chicago signed 11/82 (4,000 homes).
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision.
Naperville—two proposals under consideration; award expected 12/16/82.
Northbrook—award to Cablenet Inc. 10/15/82.
Richton Park—award to Centel; 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—pending.
Wentzville—surveying residents' interest in cable.
Westmont, portions of DuPage County—negotiating with Continental Cablevision; final agreement expected 1/83 (10,000 homes).
Winnetka—considering municipally operated system.
Wood Dale, Itasca, Bloomingdale, Rosell, Carol Stream (unic. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards, 10/82 (27,000 homes).

Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance; five applicants.
Indianapolis—cable board to review ordinance allowing SMATV companies to cross city right of ways at 12/7/82 meeting.
Lyons—award to Quality CATV.
Munster—negotiations under way with US Cable; agreement expected by 12/82.
Roachdale—award to Quality CATV.

Maryland
Baltimore—two proposals received: Cox Cable and Caltec Cablevision; tentative award date 2/9/83. (302,000 homes).
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—pending.
Acton—awarded to Adams-Russell 9/82 (6,400 homes).
Ayer—pending.
Bedford—award to Adams-Russell (3,813 homes).
Bourne—pending.
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes).
Bridgewater—pending.
Cohasset—pending.
Danvers—award to Rollins Cablevision of Massachusetts.
Dedham—awarded to Bay Cable Affiliates 5/82.
Hingham—pending.
Holbrook—pending.
Holliston—pending.
Hopedale—awarded to South Massachusetts Cable (Alda Group) 7/19/82.
Hull—award expected 12/8/82.
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV.
Medway—awarded to Cablevision Industries 6/7/82.
Merrimac—pending.
Nanant—pending.
Needham—awarded to Continental 7/82 (8,000 homes).
Northborough—award expected 1/83.
Norwell—award expected 2/83.
Rockland—award expected 12/82.
Scituate—awarded to American Cablesystems 9/82.
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes).
Stoughton—pending.
Walpole—pending.
Waltham—pending.
Wellesley—pending.

Cable stats

Westborough—pending.
West Newbury—awarded to American Cablesystems (1,000 homes).
Whitman—pending (3,500 homes).

Michigan
Detroit—RFP issued; proposals due 12/10/82; 471,000 homes.
Marquette—award to Marquette Cablevision; final negotiations under way (7,000 homes).
Romeo—negotiating with Harron (1,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—RFP issued, no bids received; expect to release RFP by 12/82.
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—Group W only bidder (27,000 homes).
Burnsville—drafting RFP in conjunction with Eagan.
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—see Long Lake.
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—Combined Cable only bidder; decision expected 1/83.
Hastings, Marshan—award to Hastings Cable TV (Telephone and Data Systems) 10/18/82; state board approval expected 12/10/82.
Kasson—award to Group W.
Long Lake, Medina, Minnetonka Beach, Orono (Lake Minnetonka Cable Commission)—working in conjunction with Deephaven, et. al., and Minnetrista, et. al., on needs assessment.
Minneapolis—Rogers/Storer arrangement approved and in final negotiations.
Minnetrista, Spring Park, St. Bonifacius—see Long Lake.
Mound—pending.
Northfield City and Township—award to Zylstra/United; state board approval expected 1/14/83.
Olivia—award to North America Communications Corp.
Owatonna—pending.
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—negotiating with Combined Cable (sole bidder); decision expected 1/83.
Prior Lake—RFP issued 9/13/82; proposals due 11/29/82.
Ramsey/Washington County—Group W Cable was sole bidder 7/82.
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes).
St. Paul—RFP issued 11/1/82; proposals due 2/1/83 (111,000 homes).
Savage—assessment not yet complete (1,272 homes).
Shakopee—awarded to Zylstra/United (50/50) 9/10/82.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—RFP issued 9/1/82; proposals due 12/1/82.
Wayzata—RFP issued, no responses (1,800 homes).
West St. Paul (North Dakota County Cable Service Territory)—preparing RFP (31,000 homes).
Windom—beginning to study feasibility (1,600 homes).

Missouri
Arnold—US Cable franchise agreement pending; city considering non-exclusive franchises.
Herculaneum—award to U.S. Cable.
Pevely—award to U.S. Cable.
St. Louis—city negotiating with Methar Corp. (owned 80% by TCI).
Vandalia—city reviewing proposals; award date indefinite.

New Hampshire
Hampstead—tentative award to Commonwealth Cable; negotiations being finalized.
Kingston—negotiating with Harron Communications.
Londonderry—awarded to Harron Communications 8/82.
Plaistow—award to Rockingham County Cablevision Inc. 10/18/82.

New Jersey
Jersey City—new RFP to be issued pending lifting of court-ordered stay.
Paterson—pending.
Princeton—franchise award to Home Link (Dow Jones) approved by PUC 9/82.
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82.

New York
Harrison—award to Adams-Russell.
New York City—borough negotiations still in progress.
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries.

North Carolina
Bethel, Robersonville, Parmele—award to Tar River Cablevision (MultiMedia); final agreement expected by 12/14/82 (2,500 homes).
Davie County—portion of county awarded to Summit Cable Inc. 6/82; two proposals submitted for remaining portion of county; award expected 12/82.

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes).
Brooklyn—municipal ownership under consideration; no timetable set for decision.
Cleveland—pending.
Garfield Heights—RFP expected 12/82 (12,000 homes).
Middleburg Heights—process halted pending settlement of legal challenges and lifting of court-ordered stay.
Moreland Hills—award to Viacom.
Newtown—award to Warner Amex 6/82.
Whitehouse—award to Community Cable TV Inc.

Oregon
McMinnville—negotiating with Liberty Communications; award expected 12/82.
Milwaukee—award expected 12/82.
Sylvan, West Hills, Dunthrope—task force formed to prepare RFP, review bids; recommendations expected by 2/1/83.

Pennsylvania
Philadelphia—RFP issued; proposals due 12/22/82 (135,000 homes in each of four franchise areas).

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—all action suspended due to pending lawsuit.

Texas
Azle—pending.
Plano—five responses received by city; Group W, Storer, TeleCable, Prestige Cable and Prime Cable (received late); city reviewing responses (25,000 homes).
Richardson—cable consultant reviewing proposals; three bids received; Group W, TeleCable Corp., Warner Amex; award expected 1/83.

Virginia
Dinwiddie County—RFP issued; no proposals received.
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes).
Goochland County—sole proposal rejected; no new proposals received.
York County—award to Continental Cablevision.

Washington
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications; final negotiations underway.
Seattle, Central District—City Council voted 8-0 to approve award to Seattle Community Cablevision; hearing examiner reviewing bid, final action expected by 12/20/82.
South Prairie—award to Cable TV Puget Sound 10/82.

Wisconsin
Hales Corner—city board approved ownership transfer (50%) from ATC to Viacom 8/10/82.
Kenosha—two applications received: U.S. Cable and Total TV. Award expected 12/82.
Milwaukee—final franchise agreement with Warner Amex under negotiation.
St. Francis—final franchise agreement signed with RVS Cablevision 11/82.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N,S,E,W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	five systems-OP
12.	Pittsburgh	OP
13.	Miami	FG
14.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP.
15.	Minneapolis/St. Paul	FG/BP
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/ St. Petersburg	FP/OP
19.	Denver	FG
20.	Baltimore	BP
21	Sacramento/ Stockton	FG/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Two systems-OP
25.	Hartford/ New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	OP
28.	Kansas City	OP
29.	Milwaukee	FG
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/ New Bedford	LNA/OP
34.	Orlando/ Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/ Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/ Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

NOTE

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- Cable outlook examined at Paine Webber seminar
- "TV Guide" versus "TV-Cable Week"
- Britain tunes in to cable

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A SPECIAL REPORT

Marketing after multipay

CableVision December 20, 1982. Volume 8, Number 16

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Ted Turner and Tom Wheeler were among industry representatives testifying before the joint Senate committees' hearing on copyright.

Cable's copyright battle

In a comprehensive special report, *CableVision* examines the history and consequenses of the most urgent and potentially most costly issue among cable operators today—higher copyright royalty fees. Our Washington correspondents, who have tracked the issue for months, provide analysis of what the Copyright Royalty Tribunal is and why it raised royalty rates. Their report also includes coverage of testimony at a joint hearing of two key Senate committees on the cable copyright bill. Industry leaders say testimony at the hearing raised more questions than provided answers. Committee members wondered aloud why the cable copyright bill, once considered a marvel of compromise among the cable, broadcast and motion picture industries, had dissolved. Charts show the higher royalty rates that the CRT will impose Jan. 1. And photographs accompanying the report and charts convey the frustration, confusion and anger of the industry leaders and Senate committee members. **Page 23.**

Copyright bill's last gasp

Attempts to bring the copyright bill to Senate committee votes failed last week. Sen. Strom Thurmond (R-S.C.) indicated the bill may be dead. Meanwhile, Ted Turner is leading a legislative campaign against the higher CRT rates. **Leading the week, pages 13-18.**

CRT responds

The Copyright Royalty Tribunal filed a response to petitions for an appeal of its recent rate decision. **Leading the week, pages 13-18.**

Whistling in the dark

Sluggish economic activity and higher-than-expected churn caused some cable executives to make somewhat more conservative forecasts for 1983 at a Paine Webber seminar last week. However, Cox and Times Mirror won't back down from their optimistic outlook on cable investments. **Leading the week, pages 13-18.**

Nightmare island

The three cable systems on the Hawaiian island of Kauai sustained serious damage during the recent hurricane there. All three lost their earth stations and one lost several miles of plant. **Leading the week, pages 13-18.**

A cable empire

Cable has been given the official green light in Great Britain. Addressing Parliament last week, Prime Minister Margaret Thatcher promised UK residents a privately owned, state-of-the-art, two-way system offering both entertainment and data services. **Leading the week, pages 13-18.**

Fight with no punch

Pay-per-view boxing events are not guaranteed high penetration figures, as evidenced by the recent Benitez-Hearns bout Dec. 3. However, despite the lower-than-average buy rates, operators expressed no disappointment about their decision to carry the match. **Leading the week, pages 13-18.**

Holiday packages

Pay and basic services offer classics as well as innovative new programming this Christmas season. **Page 59.**

Giants in the trenches

Time Inc., Triangle begin their battle for the huge cable guide market. Some observers say there is room for two guides; others say it is a fight to the death. **Page 63.**

Windshield wipers and rain

The Weather Channel matches its newest advertisers with meterological features. **Page 66.**

About the cover

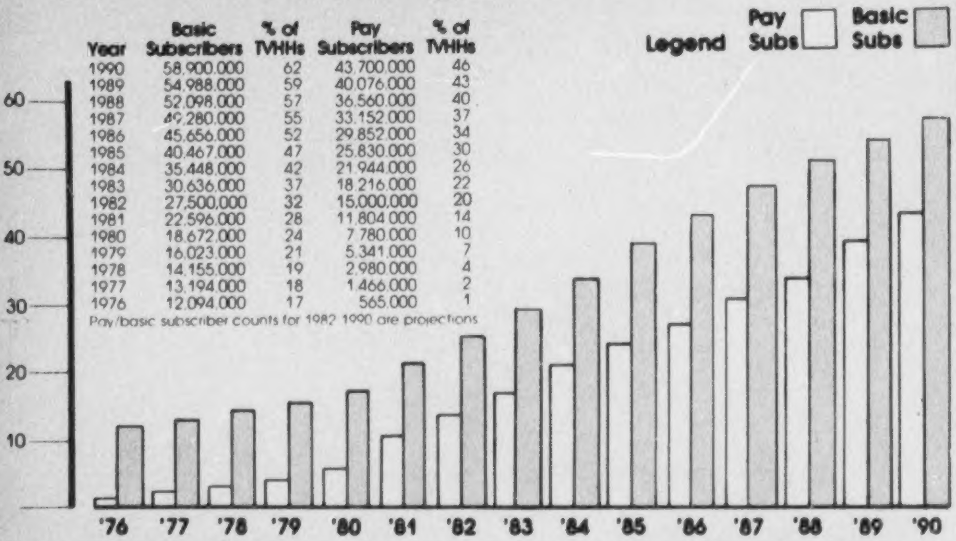
Witnesses and cable leaders packed into a Senate committee room to hear testimony on the cable copyright bill. Photo by Roger Watts.

This week in PLUS

Will top-down selling continue to work in the next cable marketing era? Or is it time for a new strategy? In a roundtable discussion, Que Spaulding, John Sie and Rod Warner explain their philosophies on the pitch called for in the post-multipay age. . . Cable research moves beyond age and income tracking. In an effort to obtain more refined data, subscribers are further broken down using the trickier nuances of lifestyle and attitude. The basis: You are where you live, how you live and how you think. And all that has a lot do with what you watch. **Pages 35-58.**

Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Satellite line up

Satcom III-R (RCA Americom)	**Transponder**
Warner Amex (Nickelodeon/ARTS)	1
PTL Satellite Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, JISAL)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, Cabletext, Reuters News View, North American Newstime/The Travel Channel, Dow Jones Cable News)	6
ESPN	7
CBN Cable Network	8
USA Network	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex owned (for Cable News Network Headline Service)	15
Showtime, ACSN, National Jewish Television, HTN Plus	16
Viacom for Cable Health Network	17
Reuters, Eternal Word Television Network (8 p.m.-12 a.m.)	18
C-SPAN	19
HBO (Cinemax-east)	20
Landmark/The Weather Channel	21
HBO/Modern Satellite Network, leased for Daytime	22
HBO (Cinemax-west)	23
HBO (east)	24

Satcom IV (RCA Americom)	**Transponder**
SIN	1
SPN	3
ESPN (subleased to Bravo)	6
National Christian Network daytime hours/Playboy Channel evenings	7
RCTV (The Entertainment Channel)	8
Viacom International (U.S. Chamber of Commerce, BIZNET)	15
Trinity Broadcasting	17
HBO (Time Inc. teletext)	18
The American Network	19
GalaVision	23

Satcom V—launched 4th quarter 1982; no cable.
Satcom I-R—Projected launch September 1983
Satcom II-R—Projected launch September 1983

Westar IV (Western Union)	**Transponder**
Wold Communications	5D
Wold Communications	5X
Wold Communications—SelecTV, FNN	9X
Wold Communications-EROS	10D
GalaVision	12X

Also, ABC TV, Bonneville, PBS, Hughes Television Network, American Satellite, Intelsat and Equatorial will have transponders on Westar IV.

Westar V (Western Union)	**Transponder**
Hughes TV	1D
WOR (subleased from Westinghouse by Rbt. Wold Co.)	2D
Dow Jones/UTV Cable Network	2X
Citicorp	3D
Dow Jones	3X
Satellite News Channel I	4X
American Satellite Co. (AmSat)/TCI	5D
AmSat (leased by Wold)/Disney	5X
Satellite News Channel I	6D
AmSat (leased by Wold)/Disney	6X
AmSat/DCM	7D
Satellite News Channel I	7X
Satellite News Channel II	8D
Satellite News Channel I and II (incoming)	8X
Nashville Network	9D
Satellite News Channel I	9X
Citicorp	10D
American Medical Buildings	10X
Group W Satellite Corp. (east)	11D
Digital Communications Corp.	12D
TCI/BET	12X

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1).
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz.
Spacenet III—presently being built.

Top 25 cable system overview

System	MSO	Basic subs	Pay units	Homes passed	Pay services	Basic services
San Diego, Calif.	Cox Cable	220,836 (10/82)	144,000	361,351	Cinemax GalaVision HBO Showtime	CNN, ESPN, USA, WTBS, C-SPAN
Woodbury, N.Y. (Oyster Bay)	Cablevision system	169,448 (9/82)	164,314	397,517	Cinemax, HBO The Movie Channel, Playboy, Showtime	ESPN, UPI, MTV, NICK, WTBS, SNC, MTV, WGN, TWC.
Manhattan, N.Y.	ATC	166,725 (9/82)	98,625	356,900	HBO Cinemax	USA, BET, ESPN, RUT, SPN, CNN, C-SPAN
West Orange, N.J.	Maclean Hunter	142,013	167,465	295,268	HBO Showtime	CNN, CSP, ESPN, NICK,RUT, USA, WTBS, WOR
San Antonio, Texas	Rogers-UA Cablesystems	134,900	247,613	269,000	HBO GalaVision Showtime	USA, ESPN, CNN, SPN, SIN, MTV, NICK, ARTS, WOR, WGN, WTBS, C-SPAN
Santa Monica, Calif. (L.A. area)	Group W Cable	129,807 (9/30)	N.A.	260,835	HBO The Movie Channel Showtime	N.A.
Wayne, N.J.	Rogers-UA Cablesystems	111,432	109,600	274,000	HBO Cinemax	USA, BET, ESPN, CBN, RUT, CNN, MTV, WTBS, WOR, C-SPAN
Tulsa, Okla.	United Cable TV	102,163	89,695	185,000	Cinemax HBO	PTL, NICK, USA, BET, MSN, ESPN, CBN, ARTS, CNN, CNNHN, DYTM, TWC, WTBS, WGN, C-SPAN MTV, SPN
Austin, Texas	ATC	98,900	103,025	172,625	Cinemax GalaVision HBO	SIN, ESPN, CBN, CNN, CNNHN, NICK, USA, WTBS
Erie County, N.Y.	Prime Cable	97,032	62,341	173,000	HBO The Movie Channel Cinemax Escapade/EROS	CNN, ACSN, BET, CBN, ESPN, MTV, NICK, RUT, USA, WOR, C-SPAN
Audubon, N.J.	NYT Cable	95,733	N/A	196,547	HBO	ESPN, CSP, USA, NICK CBN, WTBS
San Jose, Calif.	Gill Industries	92,996 (11/31)	33,567	193,957	HBO Showtime The Movie Channel	ESPN, AP, WTBS, CNN, C-SPAN
Tidewater, Va.	Cox Cable	89,288	120,000	172,021	HBO Cinemax Playboy Spotlight	USA, ESPN, CBN, RUT, BET, CNN, CNNHN, PTL, SPN, WTBS, C-SPAN
Houston, Texas	Gulf Coast Cable	83,942	64,872	162,687	HBO The Movie Channel Cinemax	WTBS, WOR, ESPN, WGN, ACSN, NICK, ARTS, CNN, MTV, SPN, USA, MSN, CBN, SIN, C-SPAN
Central Islip, N.Y. (Long Island)	Viacom Cablevision	83,063	57,437	136,600	Showtime Playboy	PTL, NICK, C-SPAN, ESPN, ARTS, WTBS, WOR
Orlando, Fla.	ATC	82,300	69,325	173,850	Showtime Playboy	PTL, NICK, ESPN, ARTS, WTBS, WOR, C-SPAN
Jefferson Parish, La.	Cox Cable	80,150	124,000	136,369	Cinemax HBO Playboy Showtime	CNN, CNNHN, ESPN, MTV, NICK, USA, WTBS, WGN
Seattle, Wash.	Group W Cable	80,040	65,397	194,786	Cinemax HBO Showtime	ESPN, CNN, MTV, SNC, WTBS
Toledo, Ohio	Buckeye Cablevision	75,418	29,829	140,000	Showtime The Movie Channel	ESPN, NICK, MTV, ARTS, CNN, WTBS
Manhattan, N.Y.	Group W	75,246	62,609	234,429	GalaVision HBO Showtime	RUT, BET, DYTM, MSN, NJT, NICK, PTL, SIN, SPN, USA, TWC, WOR, WTBS, C-SPAN
Baltimore County, Md.	Cattec Cablevision	74,237	94,574	171,448	HBO Showtime	CBN, CNN, ESPN, MSN, MTV, NICK, USA, RUT, SPN, WTBS, C-SPAN
Memphis, Tenn.	ATC	73,400	112,325	185,025	HBO Cinemax	PTL, NICK, ESPN,CBN, BET, CNN, MSN, USA, WTBS, WGN, WOR, C-SPAN
Hartford/ Meriden, Conn.	Times Mirror Cable	73,038	46,656	141,816	HTN Plus HBO The Movie Channel Spotlight	USA, BET, ESPN, NJT, CNN, WOR, C-SPAN
Grand Rapids, Mich.	General Electric	73,000	44,948	141,008	HBO The Movie Channel Showtime	BET, ESPN, CBN, AP, CNN, MTV, SPN, WFMT, WTBS, WGN, C-SPAN
Honolulu, Hawaii	ATC	72,050	65,175	144,575	Bravo HBO HTN Plus Playboy Showtime	USA, BET, AP, WTBS, WOR, C-SPAN

Basic services legend: NICK—Nickelodeon, RUT—Reuters, DYTM—Daytime, TWC—The Weather Channel, NJT—National Jewish Television, CNNHN—Cable News Network Headline News

- Daniels launches video store chain
- Legislation may thwart CRT rate hike
- AT&T reveals divestiture details
- Milwaukee MDS vanquishes video pirate

CableVision

The news and features weekly of the cable television industry December 27, 1982 $3.00

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Year in review

1983
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Special report
New year, old headaches

Compiled by *CableVision* writers and editors in New York, Washington, Denver and Los Angeles, this special report looks back at 1982, a year of dramatic success and disappointment, and ahead to 1983, what many expect will be a year of more moderate but steady growth. It will be a "difficult" year, analysts and cable leaders say, but "the worst may be over." Now that its overzealous, "blue-sky" optimism is tampered, the industry can regain Wall Street's confidence and secure advertisers' support. Programming's "shakeout," which began in late summer with CBS Cable's demise, will continue, but new services will launch. Franchising is stalled in major urban centers, although medium-sized cities are moving forward. Operators will turn to retention marketing and winning over "untouchables." Advertisers will succumb to cable as researchers develop more reliable methods of audience measurement. And suppliers are continuing to attack technical obstacles to growth in pay-per-view and two-way interactive services. **Pages 27-42.**

Bell breakup described

The telecommunications giant releases details of its structure under court-supervised divestiture. **Leading the week, pages 13-22.**

Pa. Bellwether

Bell of Pennsylvania proposed to subcontract construction and some operations for cable systems in Philadelphia. **Leading the week, pages 13-22.**

Warner reeling

Warner Communications stock price falls for the second consecutive week after it scales down its earnings projections. **Leading the week, pages 13-22.**

Desert rendezvous

NCTA's board of directors meets at California resort to discuss copyright, cable cross-ownership and other hot topics. **Leading the week, pages 13-22.**

The bids are in

Minority-controlled firms were the lone bidders for the Motor City's 460,000-home franchise. **Leading the week, pages 13-22.**

HBO price is rising

Home Box Office will raise its rates to affiliates next summer. **Leading the week, pages 13-22.**

Copyright counterattack

WGN, WOR and WTBS prepare marketing strategy to retain system afffilates after higher copyright royalty fees are imposed Jan. 1. **Leading the week, pages 13-22.**

Student video

USA Network's *Night Flight* will present no-holds-barred film and video works by college students selected after a nationwide search. New on-air promotions and ad rates also are planned. **Page 68.**

Arbitron says

Recent figures show cable penetration surpassed 30 percent in 1982, good news to cable marketers and ad salesmen. **Page 73.**

Basic rate hike

Cable Atlanta proposes $12/month rate to offset higher-than-expected construction and operating costs. **Page 75.**

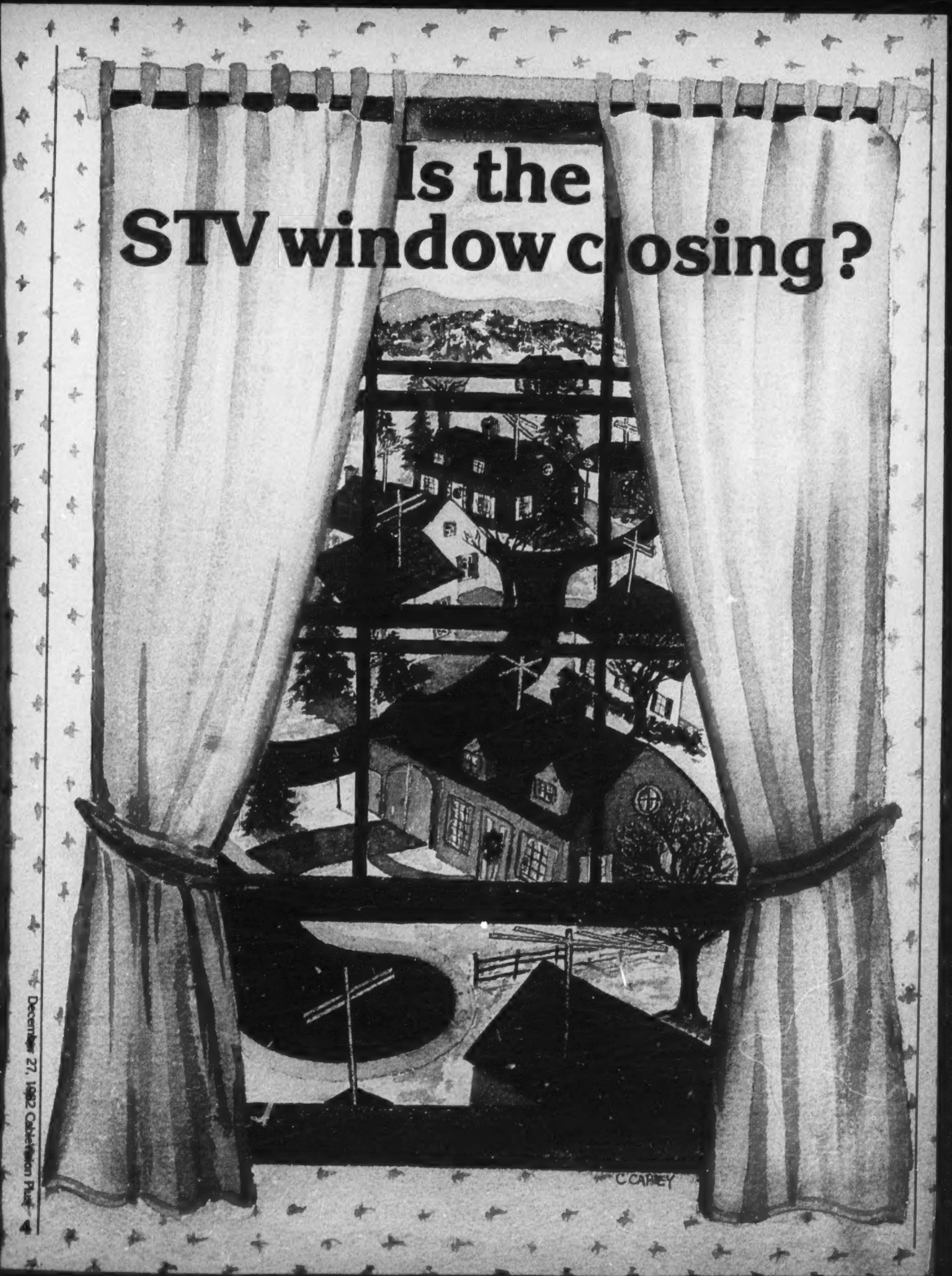
Computer II day

Starting Jan. 1, telephone companies can provide unregulated, enhanced services. **Page 85.**

This week in PLUS

The STV window is closing. Time, Cox, Wometco and Home Entertainment Network rethink their involvement in the medium and are finding that there may be "no painless way out." Optimists discuss multichannel STV while those who are less hopeful think about selling. But with so may eager sellers, who's going to do the buying? . . . The Tribune Co. makes up for lost time and becomes a cable force to be reckoned with. For many years, the company's cable efforts were less than wholehearted, but under Doug Dittrick's direction, Tribune has entered the cable big leagues in no time at all and now has a remarkable string of franchise victories to its credit. Pages 43-66.

Is the STV window closing?



Four MSOs and MSO parents reassess their STV involvement

By Jeri Baker

'No sophisticated company could have come up with any different analysis of STV's future than we did.'

Nathan Garner, president, Preview STV Inc.

To all of them, it was an acknowledged fast-buck play, a quick fix.

More decorously put, subscription television* appeared to Time Inc.'s ATC, Cox Communications, United Cable and Wometco Enterprises as a bridge into uncabled major markets eager for even a single channel of pay television.

Now, "STV may become a long-term business for all of us because there is just no painless way out," as Time Inc.'s rueful Preview STV President Nathan Garner remarked recently.

All else being equal, the bridge still might be sturdy, though big cities are being franchised at a clip more brisk than planners predicted in the mid-'70s.

But the core of their assumption was that this interim business would be easy to build, easy to recoup, easy to reposition if cable ever came along.

That has proved untrue. There is now a chorus of concern from the quartet of MSOs and MSO parents who account for something under 15 percent of STV's 1.9 million homes.

Disconnects, cable encroachment, piracy, intramarket competition—all contributed to the malaise apparent at the STV Association annual meeting last month in Los Angeles. It was a bleak gathering whose highest point, perhaps, was the call for a period of "introspection," "discipline" and "challenging the basic structure of the business." It came from Jack Wyant, the group's new chairman and the president of Home Entertainment Network, which is 80 percent owned by United Cable. Wyant is far and away the most optimistic of the strategists contacted by *CableVision Plus.*

Accurate palm reading

Few developments in pay TV were ever so thoroughly predicted as was STV's short lifespan The consistent description of the business before it ever became a business was of a "window." That the window would close as cable competition advanced was accepted wisdom. Some companies have changed their minds, largely based on ON TV's continued strength in recently cabled Los Angeles.

But the four companies profiled here devoutly believe in cable superiority. All four have reached their current level of concern by different routes, and all have different scenarios for the future of their piece of the business. But all now share the same focus on profits, replacing a go-for-growth syndrome that goaded earlier decisions.

What prompts the universal attention to cost control is something the early analyses failed to account for: Many believe the time has come to exit, earlier than planned if a buyer can be found, and with fewer profits than planned if a buyer cannot be found.

But if so many sellers are heading out the same door—or window, in this case—who is left to buy?

STV broker Mike Klein says frankly of his current efforts, "STV has a stigma now that slows the buying decision. Almost everyone inside the business has soured on it. You have to go outside—and that's a tremendous education job when all they ask is, 'How come so many haven't ever made STV work?'"

Is this the end of STV's road? Or is it the middle of its route to new formats, new alliances, new life?

Here's the way each company gauges the distance.

Timing is all

Of those that hedged their cable bets with STV investments, veterans Time Inc. and Wometco Enterprises were first to show their regrets in public.

Preview, the three-market STV operation begun by ATC, was pulled from the MSO's Denver headquarters to corporate stewardship in New York early this year. Soon afterward, in a move telegraphed months earlier by former ATC Chairman Monroe Rifkin, Time STV chief Thayer Bigelow was talking openly of the decision to sell all three broadcast pay operations. (Bigelow, now the corporation's treasurer, had at that time just closed down Time Life Films; Nate Garner was vice president and general manager in charge of that folding.)

Negotiations were already underway with Golden West, with whom Time and Oak Media were battling for pieces of Dallas' overpopulated STV market. Sale of the Preview operation there was concluded in September.

That left Time with Boston, where another, older STV channel also is available (and also for sale), and with Cleveland, where the suburbs within Preview's market are heavily cable-penetrated.

As Garner says, there's no line at either door. "No sophisticated company could have come up with any different analysis of STV's future than we did."

What is certainly most galling to Time Inc. is that the original STV analysis done by ATC had all the benefit of the MSO's experience in cable. Time and others thought it was the logical touchstone. And it was the wrong one, they have since discovered.

Also working to Time's disadvantage was the opposition of the major film studios to its ownership of the UHF stations that would carry its STV programming. Paramount, Columbia, MCA, MGM and United Artists went to

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**STV is pay television transmitted over broadcast TV. The signal is scrambled, requiring a decoder in the subscriber's home. STV programming is similar to pay cable's and consists mainly of first-run movies, entertainment specials and sports events.*

court in Chicago in September 1979 to block the transfer of STV-licensed WSNS-TV. They charged that it was simply the first step of Time Inc.'s strategy to enhance the control of pay TV distribution by its pay network, HBO.

"We knew we'd never get a purchase past them," said a veteran ATC planner, "so we had to lease time from other station owners"—at a million-dollar hike in operations costs in every market.

At that point, Time Inc. considered HBO vulnerable enough to the studios' wrath to abandon its STV programming ambitions. Its only client, Oak, already had thought better of the alliance and switched to self-programming. The original strategists then planned an ATC-managed stand-alone program service to sell to non-ATC affiliates but grumbled that HBO's lack of involvement kept licensing costs twice as high as pay cable's. (The stand-alone service did, at length, win one taker: Cox Communications called its St. Louis STV operation "Preview" in expectation of programming from ATC. By the time Cox launched last June, Time Inc. had folded that business, too.) HBO does license an occasional film or special to the STV industry, but a spokesman characterized the sales as "tiny." And as for Time's Preview, current managers, obviously sensitive to the old vertical integration charge, put the sum total of product licensed from its HBO sibling as "under 10 percent."

It was disconnects, brought on by that marketwide surge of demand that no early STV operator ever anticipated, that pushed costs per sale from an initial $12 to $150 just six months later.

Plus and minus

Time had one singular advantage that had helped bring it into STV in the first place.

ATC had developed and licensed to Zenith the technology for the SSAVI decoder. Its popularity among STV operators has grown steadily. The box had been aimed at cable, but planners quickly perceived its adaptability to STV.

Like ATC's Denver MDS operation, the nation's largest, the equipment venture is expected to be a business tangent with a payoff. Time Inc. has a substantial margin on the boxes it sells directly to STV systems, and it gets a royalty payment on the version Zenith itself sells to cable.

Preview (Time Inc.)

	Cleveland	**Boston**
ADI:	1.3 million	1.7 million
Homes passed by cable:	775,000	478,000 +
Unfranchised homes:	220,000	40,000
STV launch:	3/81	9/80
Subscribers:	27,000 (CV est.)	40,000 (CV est.)
Disconnects:	4% per month	4% or less per month
Monthly growth:	0	500 +
Fees:	Basic tier—$21.95 Adult tier—$4.95	$22.95 (Includes Nightview)
Hours:	weekdays—8 p.m.-7 a.m., weekends—3 p.m.-6 a.m. (Sun. -1 a.m.)	weekdays—7 p.m.-6 a.m., weekends—3 p.m.-6 a.m. (Adult late night fare)
Equipment:	Zenith SSAVI	Same
Competitor:	None	STAR
Breakeven projection:	1st quarter 1983	Same

Wometco Home Theater

	New York/New Jersey	**Philadelphia**
ADI:	6.4 million	2.4 million
Homes passed by cable:	1.88 million	848,240
Unfranchised homes:	2.4 million	600,000
STV Launch:	3/77	
Subscribers:	110,000	18,000
Disconnects:	5%/month	7-8%/month
Monthly growth:	0	0
Fee:	$21 (Includes late night adult fare)	Basic: $21 Adult tier: 5.95
Hours:	weekdays 8 p.m.-3 a.m. weekends 1 p.m.-3 p.m. Hours rise to 20/day and sub fee to $22.95 in March	Same
Equipment:	Blonder-Tongue (nonaddressable)	Blonder-Tongue (addressable)
Competitor:	None	SelecTV
Breakeven projection:	early 1983	Market anomalies prevent projection

Ironically perhaps, it was equipment problems that bedeviled Preview. Billing software designed elsewhere proved unequal to more than 10,000 subscribers, well under the total needed for turnaround.

"We couldn't tell who was a paying subscriber," remembers one task force member. "The addressable computer would shut off the bad pays, all right, but there was no way to let the billing computer know except manually.

"We didn't know the subscriber lifetime, the cost of adding subscribers, the effective marketing . . . We had no good financial

Many believe the time has come to exit, sooner than planned if a buyer can be found and with fewer profits than planned if a buyer cannot be found.

information. None."

It is only in this quarter that Preview marketing took aim at new subscribers. Negative growth, says Garner, is now under control, thanks to a new Time-produced guide, pinpoint selling and Times' and others' most promising addition, late-night adult programming.

"We believe," Garner says stoutly, "that Boston remains a large, profitable market. As we get better, it will be more difficult for cable to take our subscribers away.

"We think we can make this an attractive business, even for Time Inc. If there were a buyer, he'd be more attracted to an efficiently run operation. So in that sense, yes, we are plumping up the markets for sale with our cost-cutting and streamlining.

"And if there's no buyer, we'll have well-run additions to Time Inc.'s inventory...if we have no choice..."

Wometco woe

While Time was reassessing its STV business last summer, Wometco Enterprises was doing the same thing (*CV*, 7/26/82, p. 19). Its Wometco Home Theater had gone into the black for the first time since Wometco Enterprises led the pack into STV in March 1977 with its launch in New York/New Jersey.

Charles Simons, the Wometco Enterprises director to whom the always thorny STV division was turned over in 1981, assumed at the time that WHT would stay profitable for the full year. He was wrong.

The bullet Simons willed WHT to bite this year has gotten even harder to swallow. Its trouble-plagued Philadelphia system was once the planned testbed for the multichannel pay service STVers look to for what even HEN's Jack Wyant terms "salvation." Now it is teetering on the edge of extinction.

Wometco had sought to buy Philadelphia's bankrupt WWSG, which leased its prime time for WHT. But the asking and offering prices were far apart. The state receiver supported a bid to nullify WHT's contract on the basis that it made attracting a new buyer more troublesome. The court supported the move, and Wometco now is appealing.

The local papers have covered the fight, with the predictable effect on subscriber growth. In addition, "our marketing has cooled," Simons says. "The more we invest, the more we stand to lose if a new owner doesn't want to lease STV time. We will not expand beyond our current inventory of (about 25,000) boxes."

STV offers 'no room to roam. It's all or nothing. That's why multichannel STV is the salvation of the business.'

Jack Wyant,
president,
Home Entertainment Network

Even without the public brawling, the market has problems. The economy is blamed for the fact that 42 percent of receivables are more than 120 days late. Like other STV operators facing competitors, WHT, fighting SelecTV, used its installation fee as a marketing ploy. To get rid of a perceived entry barrier, it let new subscribers spread the $60 charge over six months. With that qualifer gone, churn soared.

A collection agency has been hired and a $200 deposit is required of anyone who doesn't pass a credit check. (Turndowns, once 3 percent, now are running 25 percent.)

In WHT's flagship market, New York/New Jersey, Wometco has been pursuing pirates as has Time's STV division. "Turn pay TV into free TV," advertised a Long Island black marketer against whom Wometco has won a temporary restraining order. "Give a pay TV decoder for Christmas," invited one of the dealers Time is chasing in Cleveland.

The two also share software woes. Subscriber growth and disconnect rates are virtually unavailable for New York and New Jersey, the company has decided, until billing snafus are untangled.

The write-off of bad debt led to a $99,000 loss in the third quarter for the division. "We're going to clear this up this year," Simons says firmly, and Wall Street already has been prepared for a hard knock to the company's 1982 earnings.

And the long term? Worst case, Simons figures, is a closing of the Philadelphia operation.

Like Time Inc., though, Wometco is candid about its wish that a buyer would come along. Capital expenditures on STV have been cut from about $10 million this year to "substantially less" in 1983, and spokesmen won't even discuss the overall budget for the division.

"Maybe STV will be a big winner," Simons says. "But there are other fields for us that offer a better return on investment. There are people who see a long-term future in STV. We don't."

Adds WHT President Harold Brownstein, from what was once to be the administrative headquarters of an STV network covering the Northeast, "We're certainly giving it 100 percent. But sometimes you get an Atari, sometimes not."

Realism in St. Louis

Cox Communications entered STV tardily and—as TV Operations Executive Vice President Mike Kievman is quick to admit—warily.

The company bought STV-authorized KDNL-TV in St. Louis as its sixth addition to a successful string of broadcast operations. The station had been bobbled from shoppers Time Inc. (coincidentally, it would have been Time's first STV vehicle) to Buford TV, a commercial broadcaster and STV operator, and finally, for a deftly negotiated $13 million price tag, to Cox.

At the time, the city had a languishing lawsuit against Melhar Corp., holder of the franchise to its unbuilt cable system for some 13 years. TCI entered the picture late in Melhar's tenure and, as majority owner, hammered out a deal with the city to drop its suit in return for a redesigned proposal. The city agreed and, as this is written, an announcement that TCI has a go-ahead is considered a given, once the

Board of Aldermen focuses on post-holiday business.

(It is a market of coincidences. Cox once was persuaded that an alliance between Cox Cable and Melhar was the entry it wanted, too.)

If St. Louis is to be cabled soon—and TCI will doubtless be held to a rigid construction schedule—that could affect substantially the length of the STV track for Cox. It is already disappointed with the 11,000-subscriber sales volume there, Kievman says. "Frankly, it's not moving. Last month, it was very strong, but that was because we cut the installation fee from $50 to $25. As soon as it went back up, response dropped.

"We don't know where we'll cut it off. We know where we have to be—at 50,000 or so—and we'd hate to get to 40,000 and quit. But you can't wait with these things. If there's a problem, we'll cut our losses.

"We can cancel our own contract any time," he added, with the obvious satisfaction of someone who has a ready alternative in traditional commercial TV service.

"We had the right idea a year ago," he concluded. "This is the first time we've ever faced something like this. But we're realistic."

Veteran STV manager Don Pascarella runs the Cox operation in St. Louis. Asked what he'd do if cable comes, he chuckled a bit mournfully and said, "Is 'Punt' a good answer?"

Turning serious, he noted that he has, for years, counseled his past and current employers that the best thing an STV operator can do is establish a retention program immediately. "We're not kidding ourselves. If we can break even and retain the 50,000 subs that offset our initial investment and then start replacing that money, there may well be a market here." From the earliest days, he said, the Cox Preview budget has allocated 1.5 percent monthly of its ad budget to retention efforts.

United, overall

Considering his new role as the STV industry's top statesman, Jack Wyant, president of Home Entertainment Network, is pretty candid in his assertion that only some STV operators are going to make it and that he's going to be one.

He seems candid about most things. At 36, he is a member of STV's old guard, having entered the business when optimism reigned. He retains his. "Of course, it's hard for you to know whether I'm optimistic . . . or just oblivious," he remarked at the end of an upbeat evaluation of HEN.

Such frankness and an apparently genuine thoughtfulness brought him to the fore of the industry as the STV Association's 1983 chairman. The traits also allowed him, said one Wall Street analyst ungrudgingly, "to convince (United Cable Chairman) Gene Schneider that all STV's problems are temporary."

Wyant went with HEN to the United fold when the MSO paid $20 million for 80 percent of the Buford TV subsidiary earlier this year.

United Cable could have found itself on the same route Time Inc. followed. When franchises loomed closer than predicted or potent competitors promised to delay STV grants, the company instead wound up buying HEN, an existing STV company operating in Cincinnati and Chicago.

The founding owner, Buford, had found the business a drain. United at first planned to buy only 6-10 percent of it, distancing itself from the negative earnings impact. But because it took a majority on the HEN board, United was required to consolidate HEN's results anyway and, in the end, went ahead and purchased the 80 percent it would have bought once the operation had hit breakeven.

Home Entertainment Network (United Cable)

	Minneapolis/St. Paul	Chicago	Cincinnati
ADI:	1,100,000	3,000,000	700,000
Homes passed by cable:	114,000+	288,000+	152,550
Unfranchised homes:	280,000	1.15 million	N.A.
STV Launch:	9/82	10/81	2/80
Subscribers:	20,000 (end-Sept.)	61,000	39,000
Disconnects:	negligible	4-6%	5-8%/mo.
Monthly growth:	0-25,000/ month #1	2,000/mo.	0
Fees:	Basic—19.95	21.95	20.95
	Sports—9.95	—	—
	Adult tier—9.95	5.95	4.95
Hours:	3 p.m.-4 p.m.	9 a.m.-5 p.m.	12:30 p.m.-8:30 a.m.
Equipment:	SSAVI	SSAVI	Oak
Competitor:	None	Oak	None
Breakeven projection:	prior to end of fiscal year 5/31/83	0	

Preview (Cox Communications)

St. Louis, Mo.

ADI: 1,020,000
Homes passed by cable: Approx. 460,000 (Cox est.)
Unfranchised homes: 175,000
STV Launch: 6/82
Subscribers: approx. 10,000
Disconnects: 3%/monthly
Growth: 2,600/monthly
Fees: Basic—19.95
Adult tier—4.95 (Eros)
Hours: 7 p.m.-up to 6 a.m.
Equipment: Zenith
Competitor: None
Breakeven projection: N.A. (40-50,000 subs)

> *'STV has a stigma now that slows the buying decision. Almost everyone inside the business has soured on it.'*
>
> *Mike Klein, STV broker*

Not unexpectedly, United did show a loss in the first quarter of its fiscal year 1983 (June-August 1982). It was two cents a share compared to a 23-cent gain in the same period last year. Kidder, Peabody analyst Barbara Dalton Russell, in a laudatory research report on the company in October, estimated that HEN accounted for a 15-cent loss in the quarter, new cable systems for 22 cents. Existing systems posted an earnings increase of 35 percent, so the overall loss was largely neutralized.

United, of course, has been on a franchise march. A winning streak that could not have been entirely predictable (based on a less than stellar performance in the past) caused a blip of concern on Wall Street's radar. Would it regret the diversion of funds to HEN?

The capital commitments it will make to new building caused Kidder, Peabody to lower its earnings estimates for the MSO this year but to look to substantial appreciation in the value of the stock by 1986. One plus, says analyst Russell: "HEN will contribute $45 million in cash flow (and could sell for as much as three times that cash flow)."

United President Fred Vierra spent part of his first two weeks on the job meeting with HEN's Wyant. He says the company's STV evaluation is underway right now and that economizing is in order "just because it's prudent—not to save up for cable construction.

"This may be in the category of famous last words," Vierra says lightly, "but we believe at least two of our three markets—Minneapolis and Chicago—offer long-term potential. And even Cincinnati may be able to attract enough of the 200,000 or so homes that will probably never be cabled to have a long run."

Wyant exults, "Up to the most recent numbers in October, we were 7 percent ahead, bottom line. We're going to be able to keep our commitment to be in the black by the end of fiscal year 1983."

Conceding HEN was off by 10 percent on its projected $60 million in revenues for 1983, he avers, "We're concentrating less on revenues or subscriber growth than on growing in profitability."

One route to that goal—and a handy demonstration of United's commitment to HEN—is the development, through United's data processing group, of a new computer system for STV markets ravaged, as were others, by faulty tracking. "You couldn't draw the conclusion, based on the company's conduct, that United plans to withdraw from this industry," Wyant says.

> *'Maybe STV will be a big winner. But other fields offer us a better return on investment. There are people who see a long-term future in STV. We don't.'*
>
> *Charles Simons,*
> *assistant to the president,*
> *Wometco Enterprises*

Assessing the markets

HEN's most recent launch was Minneapolis in September. Growth there was "STV's biggest success story, I would think," says Wyant of the 25,000 subs added in the first 30 days. (Both he and Vierra are quick to remark that experience is too brief to draw conclusions.)

HEN counts heavily on turning Minneapolis into a two-channel STV operation. It has joint ventured with the Minneapolis North Stars and Twins in a sports channel that is to precede "a second channel." The number two vehicle will be PBS' second station in the market, assuming FCC go-ahead comes through as HEN expects it to early next year. Now the games are offered as a tier, with non-takers scrambled out. An adult tier is also popular and, so far, 17 percent of subscribesrs take all three offers.

In Chicago, where HEN shares the turf with Oak, penetration for each lags in a way that Vierra regards as "a complete mystery. It should be for both of us what Los Angeles is to ON and SelecTV."

The disconnect research now being done, however, concentrates not on Chicago but on Cincinnati, HEN's oldest and most troubled market. Focus groups and field research are underway and have already demonstrated the main reason for laggard growth to be the availability of cable.

"That's not inconsistent with our business plan," Wyant remarks, characterizing STV again as a pre-cable bridge. "More troubling for us in that market is the 13.9 percent unemployment. The number two reason that people don't subscribe is money."

HEN's longevity in Cincinnati rests partly on its expectation that 30 percent of the total market will never be cabled and partly on programming. It bound the Cincinnati Reds in an exclusive contract three years ago. And Wyant allowed as how he thought Warner Amex might pick up its adult programming for cable carriage into the doughnut of systems that surround the city.

But STV's major problem, he said, is that it offers "no room to roam. Subscribers can't downgrade or try something else. It's all or nothing. That's why multichannel STV is the salvation of the business. STV's lifespan is limited without it."

Contingency planning

HEN looks to multichannel STV (as ATC did in Dallas before it), to offering equity involvement to local sports interests in return for exclusive carriage and to expanding STV programming to 24 hours on the two stations to be transferred from Buford to United as ways to weather the competitive and economic storm around STV.

Time Inc. and Cox figure their STV operations have the virtue of serving as pay-per-view and addressability testbeds. (Times' decision to carry *Pirates of Penzance* stems from curiosity about the appeal of simultaneous STV and theatrical release—a question that gained significance with the announcement of HBO's plan to create a new motion picture studio with Columbia and CBS.)

Wometco and Time hope a DBS operator will find in their subscriber and administrative bases an attractive foundation to his own business. (WHT's Harold Brownstein makes the apt point that DBS aversion to such blandishments so far may stem from the same naivete about the daunting complexity of ordertaking and installation that STVers themselves once struggled with.)

And Cox looks benignly at the option of turning its KDNL into a fully commercial station instead of a prime-time STV vehicle.

All have been propelled—call it impulsion or compulsion—to a hard-won levelheadedness about STV. It was, as Mike Kievman says of St. Louis itself, a rollercoaster. Or as broker Mike Klein puts it, "an over-romanticized business."

As the STV window gets narrower, the view gets clearer, if not necessarily better. ■

Arbitron 1982 penetration counts

Date	Cable homes	Percent of TV homes
February 1982	20,693,446	25
May 1982	21,041,327	26
July 1982	21,179,525	26
October 1982 (released last week)	24,756,000	30

Arbitron says

Cable penetration up to 30 percent of TV households

NEW YORK—Recent Arbitron figures show for the first time that cable subscriber penetration surpassed 30 percent in 1982, confirming A.C. Nielsen's earlier count.

Arbitron, a Control Data subsidiary, counted 24.75 million subscriber households in 1982, approximately 30 percent of the nation's televised homes. Also, executives at the company say they have found a data technique that more accurately reflects the industry's progress.

Arbitron's number showing cable penetration as of two months ago, is 3.57 million homes higher than its July 1982 count. At that time, the company reported that 21.1 million homes, or 26 percent of U.S. TV households, had cable.

For most of 1982, Arbitron's counts have stayed in the 25-26 percent range. By contrast, A.C. Nielsen's July penetration count reached 27.88 million homes, 36 percent of TV households. Nielsen is expected to release its final 1982 cable figures soon.

Arbitron's sharp increase results from incorporation of data from 500,000 diaries in households around the country, with subscriber counts provided by operators. Until now, Arbitron based its figures solely on operator numbers. The changeover began after the company tried to convince operators to provide more timely numbers and found the results out of sync with separate estimates taken from diary research alone. But the company had another problem, according to Pete Megroz, sales and marketing vice president. Only 30 percent of operators getting Arbitron requests for counts responded.

"When we looked at the response rate, it became evident that there was a disparity there," he said. "We used the telephone much more, changed the letter we sent to them, simplified the questionnaire, asked operators for corroboration of figures—and that worked. We got the rate up to 50 percent. That meant half the people didn't care about what we were doing, rather than two-thirds. Even when you compare the results, we still had a difference between that and our own diaries."

Under the new system, figures from the diaries are averaged on a 50-50 basis with subscriber counts in each of Arbitron's market areas. For example, if operators in one area reported 30 percent penetration and diaries revealed 40 percent, the result stands at 35 percent penetration, provided the area contains 50 diaries or more. If the area contains less, the penetration rate is determined by operator figures alone. Megroz estimates that 30 percent of the diaries are in cabled homes.

Bruce Hoban, research vice president at the Cabletelevision Advertising Bureau, calls the new process a step in the right direction for Arbitron. "It's a good improvement. What it's showing is that they're really getting close to other universe estimates. One thing they still can't account for is theft of service. The subscribers don't want to help you know."

Megroz agrees tht the new count remains low on the number of subscribers pirating cable. "We're probably picking up some of it. Some people tell me signal piracy is as much as 25-30 percent penetration in some systems, but there's no way to tell that."

—Simon Applebaum

FNN campaign

Ads in New York Times, trade magazines ask, 'It's 2 p.m. Do you know where your money is?'

NEW YORK—The Financial News Network has initiated an aggressive advertising and promotional campaign under the direction of network President Norman Potter and Senior Adviser Richard Gilbert to attract financial community and corporate sponsors.

The campaign follows FNN's first anniversary and an announcement that it reaches up to 30 million viewers through cable television and UHF station affiliates. FNN recently opened new production studios on the ground floor of the Merrill Lynch building in the heart of the New York financial center.

The highlight of the ad campaign, a full-page ad in *The New York Times*, ran Dec. 8. Previously, the network ran full-page ads in several advertising trade publications announcing its latest affiliate agreements.

The New York Times ad featured a picture of Robert Metz, FNN's New York Bureau chief, a former *Times* financial writer. The tag line read, "It's 2 p.m. Do you know where your money is?"

The ad copy continued, "Today's financial news today. All day. Not the next day."

Senior Adviser Richard Gilbert, recently hired by FNN to design and implement advertising, promotion and marketing plans, said FNN will buy space in several leading business and cable television trade publications beginning in early 1983. He also said that copies of *The New York Times* ad are being distributed to a select group of individuals in the financial and ad worlds.

Gilbert told *CableVision* that the *New York Times* ad copy line, "Today's financial news today," encapsulated the value of FNN. "More than half of what becomes a headline in the *Wall Street Journal* is seen on FNN the day before," he said. Gilbert added that FNN was not directly competing with the *Wall Street Journal*, but could be seen as a "supplement" to it.

FNN President Norman Potter told *CableVision* the network's viewers will be "absolutely amazed" by planned changes in FNN over the next 90 days.

These developments include:

- A possible move to a "more compatible" satellite from its current Westar IV transponder;
- The hiring of FNN's first program director. Potter said he is searching for an experienced programmer with heavy production experience at the local level who has brought a station "from number three to number one";
- Originating at least three segments from the New York studio. Potter said "eventually" about 40 percent of FNN's programs each hour will originate from the Merrill Lynch production facility; and
- Adding sophisticated computer graphics to the network's on-air image by mid-January.

Changes in the network's schedule and look and its increased advertising push are ways to show the financial community "we are your service," Potter explained.

Gilbert said response to *The New York Times* ad has been "good." He said FNN has received "numerous" requests for information from potential advertisers and members of the financial community.

—David Stoller

ing the teletext decoder, and that Matsushita was the "most responsive."

"It makes great sense for us to become an aggressive developer of hardware," Levin said. For too long, he added, American cable companies have stood by and waited for the hardware industry to determine technical developments.

ATC, Levin said, is co-developing a pole-attached addressable decoder with Toshiba, another Japanese manufacturer.

Time Inc. officials said the decoder price would be at the "low end" of a $150-$200 price range.

Long-term, officials said, the Matsushita-designed decoder will function as an integrated component compatible with personal computers designed by other manufacturers, including IBM and Apple.

Neither Time Inc. or Matsushita has marketing plans for the decoder at present, the companies said.

The Time Video Group has been working on the plans for its teletext operation with a full-time editorial staff for 18 months. The service has 5,000 pages of information and entertainment and eventually will be capable of providing shopping and banking services using a hybrid of cable and telephone connections.

Officials said that plans call for the teletext service to be offered to cable subscribers for $5-$10 a month. The service will carry advertising, which officials said will provide a substantial portion of the service's income.

—Gary Rothbart and David Stoller

United Media survey

New survey results indicate 'cautious optimism' toward new technology

NEW YORK—Less than half of the respondents in a nationwide survey would use cable television to shop, bank or vote at home, according to results released last week by United Media Enterprises.

The Scripps-Howard subsidiary took a nationwide random sample of 1,000 persons, including 300 leaders of American media.

The survey concluded that media leaders, including about 100 cable programming directors, spend less leisure time with friends or home-centered activities such as gardening as does the general public. The survey said media leaders do less volunteer work and spend more time reading magazines than does the general public.

"We can expect a cautious optimism regarding the use of new media technology," said John Crothers Pollock, president of Research & Forecasts, which conducted the study for Scripps-Howard.

"Americans are fascinated by technology, and the 46 percent who say they are likely

This announcement appears as a matter of record only.

November 1982

$2,800,000

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to use interactive shopping capabilities on cable, if they can afford it, are a sizeable percentage willing to try a new time-saving service," Pollack said.

"Saving shopping time is of special interest to those with substantial responsibility loads, in particular, dual-career families.

"At the same time, the public is presented with a bewildering array of choices, and a majority remain somewhat reluctant to jump directly into interactive cable shopping, citing a wish to do things themselves, interact with people, and a slight, though not overwhelming, distrust of gadgetry.

"Interactive cable shopping is taken seriously, but it will be some time before a clear majority of the population begins to take advantage of these services," Pollock explained.

Those willing to use interactive cable services tend to be younger than 50, with some college education. Seven of 10 teenagers and single adults surveyed said they would use it. Six of 10 dual-career parents and single parents said they would use the services. Yet, only three of 10 older parents with adult children to childless couples said they are interested.

The same reasons for resistance to interactive services were cited in the study. Thirty percent of the respondents said they prefer to shop or bank in person; 14 percent don't like the idea; 13 percent want to get out of the house; 9 percent don't trust technology; 5 percent believe interactive services are too impersonal; and 5 percent aren't familiar with interactive cable services.

Of the 345 persons that were asked why they subscribe to cable television, 43 percent said they like network television and want more of their favorite entertainment; 50 percent said it was because network television doesn't offer everything they want; and 8 percent said it was because they didn't like network television.

Of approximately 100 cable programming directors surveyed, 77 percent said cable will maintain its lead in the face of increasing competitive technologies, and 8 percent said cable will be surpassed.

—Gary Rothbart

Daily Participation in Most Popular Activities

All figures percentages	TEENAGERS	SINGLES	AGE 65 AND OVER	MARRIED, NO CHILDREN	PARENTS WITH GROWN CHILDREN	TRADITIONAL PARENTS	DUAL-CAREER PARENTS	SINGLE PARENTS
Watch television	89	67	81	70	73	74	72	62
Read newspaper	49	62	87	63	76	65	68	66
Listen to records, tapes	78	76	20	56	31	42	46	50
Exercise	54	48	34	24	28	35	30	39
Talk with friends	34	32	30	33	26	32	29	37
Read books	20	18	35	30	28	17	27	25
Gardening	11	6	30	19	29	34	24	9
Read magazines	34	21	20	14	21	14	14	12
Fix, building in the home	17	7	12	25	23	24	22	14

Source: The United Media Enterprises Report on Leisure in America.

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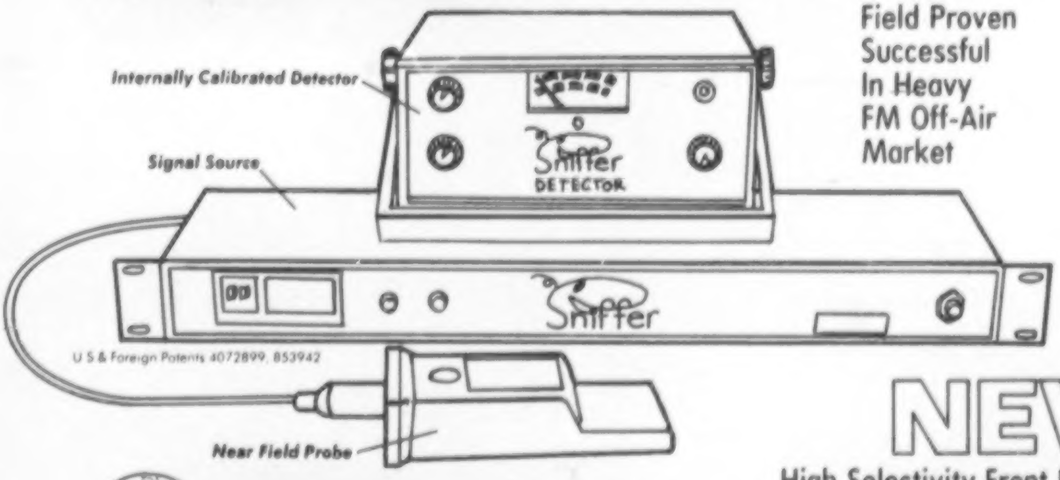
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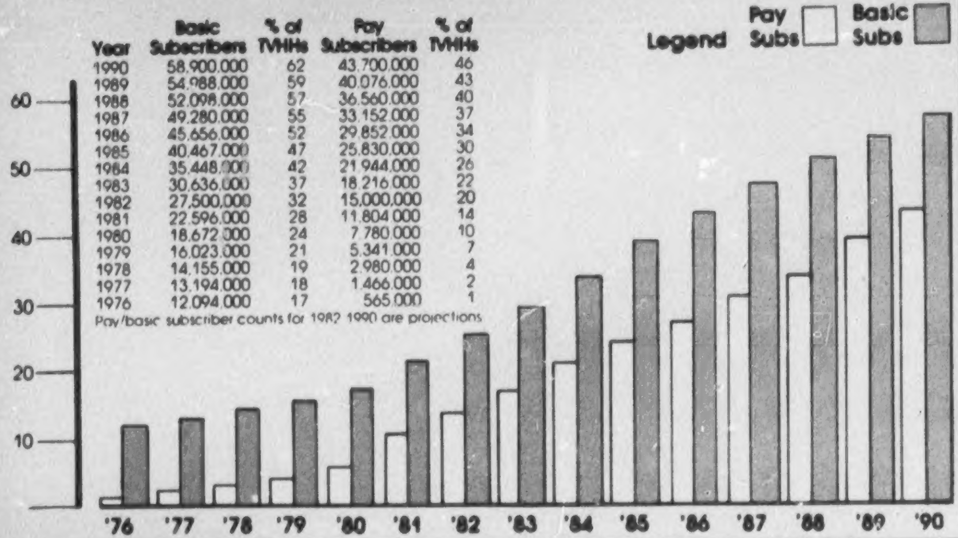
Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27,500,000	32	15,000,000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982 1990 are projections

Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

National cable advertising

This chart lists national advertising sales by the basic cable networks during November 1982.

Network/Client	Status
ARTS Hearst/ABC)	
American Egg Board	New client
Exxon Corp.	New client
Norcliff Thayer	Renewal
Procter & Gamble	Renewal
Warner Communications (Atari)	New client
Weight Watchers	Renewal
BET	
Amtrack	Renewal
Anheuser Busch	Renewal
Campbell Soup	Renewal
Carson Products	Renewal
Coca Cola	New client
Ford	Renewal
General Mills	New client
IBM	Renewal
Kraft	New client
Mobil	Renewal
Pepsico	Renewal
Pillsbury	New client
Sears	Renewal
U.S. Army	Renewal
Westinghouse	New client
Cable Health Network	
Campbell Soup	New client
Dorsey Laboratories	Renewal
Eastman Kodak	Renewal
Proctor & Gamble	Renewal
CBN Cable Network	
Allen Products	Renewal
American Express	Renewal
Amway	New client
Beiersdorf	New client
Corning Glass	Renewal
Dart & Kraft	Renewal
Dow Chemical Co.	Renewal
Eastman Kodak	Renewal
Hanes	Renewal
Jeffrey Martin	Renewal
Kal Kan	New client
Nabisco	Renewal
Nestle	Renewal
Procter & Gamble	Renewal
Reynolds Metals	Renewal
Richardson-Vicks	Renewal
Selchow & Righter	Renewal
Sunkist	Renewal
Thompson Medical	Renewal
Trans-World Airlines	Renewal
Viking Sewing Machine	Renewal
Daytime (Hearst/ABC)	
American Egg Board	New client
Del Monte	New client
General Mills	Renewal
Golden Grain Macaroni	Renewal
H.J. Heinz	Renewal
Kraft	New client
North American Philips	
Sears	Renewal
Weight Watchers	Renewal
ESPN	
American Coal Foundation	New client*
Avon	New client
Big A Auto Parts	New client
Caravatt Communications	New client*
Dunlop	Renewal
The Gap	Renewal
General Motors	Renewal
Hearst/ABC	Renewal
Honda	New client
Iveco	Renewal
Kendall Oil	Renewal
Members Only	New client*
Mennen	Renewal
Paramount Pictures	Renewal
Pennzoil	Renewal
Prince	Renewal
Saunder's Leasing	Renewal
Sports Illustrated	Renewal
Suburu	Renewal
Tennis Magazine	Renewal
US Games	Renewal
Villa Banfi, USA	New client
Whitman Candy	Renewal
Financial News Network	
Air California	Renewal
Airborne Airfreight	Renewal
Alaska Land Leasing	Renewal
American Express	Renewal
Andrew Peck & Associates Brokerage	Renewal
Blanchard Communications	Renewal
Boston Stock Exchange	Renewal
Business Week	Renewal
Capital Preservation Fund	Renewal
Cardiff Publishing Co.	Renewal
Celestial Acres	Renewal
Charles Schwab & Co.	Renewal
Colonial Penn Insurance	Renewal
Commodities Magazine	New client
Conti Commodity	Renewal
Fidelity Insurance	Renewal
Fisher Stereo	Renewal
Forbes Magazine	Renewal
Franklin Mint	Renewal
International Trading Group	Renewal
Investment Rarities Inc.	Renewal
Kiplinger	Renewal
Lind-Waldock Commodities	Renewal
Lloyd's Bank of California	Renewal
Lowes Hotel	New client
Merrill Lynch	Renewal
National Geographic Society	Renewal
The Ney Report	Renewal
North American Coin	Renewal
OTC Review	Renewal
Paulson Investment Co.	Renewal
Philadelphia Stock Exchange	Renewal
Princess Cruises	Renewal
Prudential-Bache	Renewal
Quick & Reilly	Renewal
Remote Computing Group	Renewal
Stock Market Cycles	Renewal
Technology Illustrated	Renewal

Cable stats

Network/Client	Status
Tri Fund	Renewal
Value Line	Renewal
Wellington Financial Corp.	Renewal
West Coast Metals	Renewal
WFI Offshore Banking	Renewal
William O'Neil Inc.	New client
National Jewish Television	
Crazy Eddie	Renewal
El Al Airlines	Renewal
Goody Products	Renewal
Israel Development Authority	Renewal
Israel Coins and Metals	New client*
The Jerusalem Post	Renewal
Sheraton	New client
Satellite News Channel I	
Allied Fiber	New client*
American Motors	Renewal
Business Week	Renewal
Chrysler	Renewal
Eastman Kodak	New client
Ford Motor	Renewal
General Motors	Renewal
Honda Cars	New client
Kraft	Renewal

Network/Client	Status
Olympic Stain	Renewal
Paterno Imports	Renewal
Radio Shack	Renewal
Ralston Purina	New client
Rockwell International	New client
Skil Tools	New client
Smithsonian Magazine	New client
United Van Lines	Renewal
Video Magazine	New client
Wall Street Journal	New client
SPN	
Bristol-Myers	New client
Eastern Airlines	New client
Sheraton	New client
TeleFrance	
Air France	Renewal
American Fur	Renewal
Chanel	Renewal
Food & Wines of France	New client*
Gallery Lafayette	New client*
Yves St. Laurent	New client
USA Network	
Brunswick	Renewal

Network/Client	Status
Del Monte	Renewal
Duracel	Renewal
The Gap	Renewal
Harlequin Books	New client
Jeffrey Martin	Renewal
Mobile Oil	Renewal
Noxell	New client
Playtex	Renewal
Starkist	Renewal
The Weather Channel	
Anco	New client
American Motors	New client
Champion Auto Parts	New client
Duracell Batteries	New client
General Motors	New client
Pillsbury	New client
Prudential-Bache	Renewal
Quaker Oats	Renewal
Sears	New client
United Airlines	New client

* designates new to network advertising.

Cable programming services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in homes from 10/31	
ACSN: The Learning Channel	283	2,148,960	+7.4	
Alpha Repertory Television Service (ARTS)[1]	1,725	8,000,000	N.C.	
Black Entertainment Television (BET)	131	2,306,973	-8.4	
Cable Health Network (CHN)	540	4,650,000	+13.4	
Cable News Network (CNN)	2,945	16,660,000	+5.3	
CNN Headline News	323	2,245,000	+8.2	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	11,000,000	+4.8	
CBN Cable Network	3,325	18,600,000	+2.2	
Daytime	533	7,200,000	N.C.	
Dow Jones Cable News	75	750,000	+15.4	
Electronic Program Guide (EPG)	N.A.	874,786	+6.5	
Entertainment and Sports Programming Network (ESPN)	4,891	19,805,865	+2.7	
Eternal Word Television Network (EWTN)	38	689,000	+2.8	
Financial News Network(FNN)[1]	748	6,825,000	+30.3	
Modern Satellite Network (MSN)	404	5,774,240	-4.2	
Music Television (MTV)	900	7,200,000	+6.7	(11/15)
National Christian Network	70	1,242,905	-26.4	(9/82)
National Jewish Television (NJT)	105	2,257,850	+1.0	
Nickelodeon	2,100	9,500,000	+5.5	
North American Newstime/ The Travel Channel	N.A.	N.A.	N.A.	
PTL Television Network	600	6,500,000	N.C.	
Reuters News View	398	4,000,000	+14.3	
Satellite News Channel I (SNC)	550	5,400,000	+74.2	
Satellite Program Network (SPN)	380	5,200,000	+3.7	
SIN Television Network[2]	199	25,531,400	N.C.	
Trinity Broadcasting Network	235	2,300,000	N.C.	
USA Network	2,300	13,000,000	N.C.	
The Weather Channel (TWC)	678	7,000,000	+16.0	
WGN	3,669	10,494,082	+11.1	
WOR	694	4,456,857	+0.9	
WTBS	4,813	24,157,000	+3.6	

Satellite-fed basic audio services

Lifestyle	105	1,000,000	N.C.	
WFMT	167	917,351	+4.9	

Satellite-fed pay services

Bravo	47	79,123	N.C.	(10/31)
Cinemax[3]	1,500	2,000,000	N.C.	
The Entertainment Channel (TEC)	50	45,500	+1.1	
EROS	18	40,000	-39.4	
GalaVision	160	120,000	N.C.	
Home Box Office (HBO)[3]	4,300	11,000,000	N.C.	
Home Theater Network Plus (HTN)	200	155,000	N.A.	(6/82)
The Movie Channel (TMC)	2,350	2,300,000	N.C.	
The Playboy Channel/Escapade	193	299,284	N.C.	(10/31)
Showtime[3]	2,000	4,000,000	+14.3	

Regional sports services**	Affiliates*	Subscribers*
Action Sports Network	N.A.	N.A.
Bay City Interconnect	32	483,000
Madison Square Garden Network	47	1,400,000
PRISM/Philadelphia	73	322,528
PRISM/New England	80	20,000
SportsChannel	33	243,000

* Affiliate and subscriber counts are as of 11/31/82 unless otherwise noted.

[1] Subscriber count denotes households receiving signal.

[2] Total SIN reach. Total Spanish-speaking households: 3,075,900.

[3] This month's figures are approximations.

N.C. designates no change.

N.A. designates not available.

** All regional sports networks have no percentage change. The information has been collected for the first time in Cable stats.

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	T.B.A.
Almi Group Network	T.B.A.
Apollo Entertainment Television	T.B.A.
The Buena Vision Channel	1st quarter 1983
Cable Newspaper Corp.	1/83
The Channel Black	1st quarter 1983
Christian Media Network	relaunch T.B.A.
Cinemerica	T.B.A.
The Community Channel	T.B.A.
The Disney Channel	2nd quarter 1983
Family Programming Network	T.B.A.
The Games Network	1st quarter 1983
Home Music Store	1983-84 launch
The Job Channel	T.B.A.
Kidvid Network	1/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1984
Nashville Network	2/83
National Jazz Network	1982
PBS Cable	T.B.A.
Penthouse Entertainment Network	T.B.A.
Satellite News Channel II	2nd quarter 1983
The Silent Network	3/83
Sitcom Channel (Channeltainment)	1st quarter 1984
SPN/International Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-To Network	2nd quarter 1984
Top Entertainment Network	T.B.A.
UTV Cable Network	1/83
The Vanguard Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.

- Drew Lewis: from Reagan cabinet to Warner Amex
- Copyright waters get muddier
- UTV resets launch; new partnership possible
- New York bidders reach agreement

CableVision

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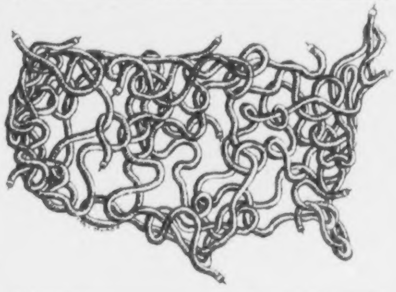
WIRING AMERICA



Special Report
Construction forecast

New and replacement plant construction in 1983 may closely match 1982's record-setting pace, but you can expect annual new plant work to level off through 1986. That forecast by *CableVision* editor Fred Dawson, who surveyed MSOs around the U.S., reflects the effects of "marketplace realities" on long-term industry projections. Cable operators may be inclined to spread new plant work over the next four years to uphold sound profit margins. Charts listing *CableVision*'s projections for 1983 and plant-mile and cost figures for 1982 accompany the annual forecast. Also, New York Bureau Chief Victor Livingston examines the successful first-phase construction of Boston's cable system. **Page 25.**

Lewis joins Warner Amex

Reagan's Transportation Secretary Drew Lewis, an administrator renowned for turning around shaky ventures, replaces Gustave Hauser. **Leading the week, pages 18-23.**

Systems dropping signals

Congress suspended the Copyright Royalty Tribunal's royalty rate hike until March 15, but some systems began dropping distant signals. The Copyright Office also may have caused operators to drop the signals because of confusion surrounding its stand on whether the new rates will be prorated. **Leading the week, pages 18-23.**

Chicago picks finalists

Group W was recommended for two of the five franchises in Chicago. A decisive City Council vote is expected this week. **Leading the week, pages 18-23.**

UTV seeks security

To "assure the long-term viability of the service," UTV executives have rescheduled the launch date of the ad-oriented basic service from Jan. 10 to mid-February. Also expected is an announcement of a new partnership with a major industry player. **Leading the week, pages 18-23.**

Hooking audiences in 1983

Cable programmers will attempt to build viewer loyalty with original and exclusive product. **Page 57.**

Crunching numbers

Arbitron, A.C. Nielsen figures agree on nationwide cable penetration, but they differ on individual systems. Charts of the top 50 markets compiled by the services accompany the article. **Page 97.**

Seven-day recall

Daytime and TeleFrance use a traditional survey tool to measure their audiences, with positive results. **Page 112.**

Manhattan Teleport

Officials propose an earth-station complex on Staten Island to attract cable business and jobs. **Page 121.**

Lift the ban

NCTA and others urge the FCC to eliminate cable/broadcast network cross-ownership restrictions. **Page 138.**

About the cover

Construction of Boston's cable television system winds through the city's historic North End. Photo by Bill Berry.

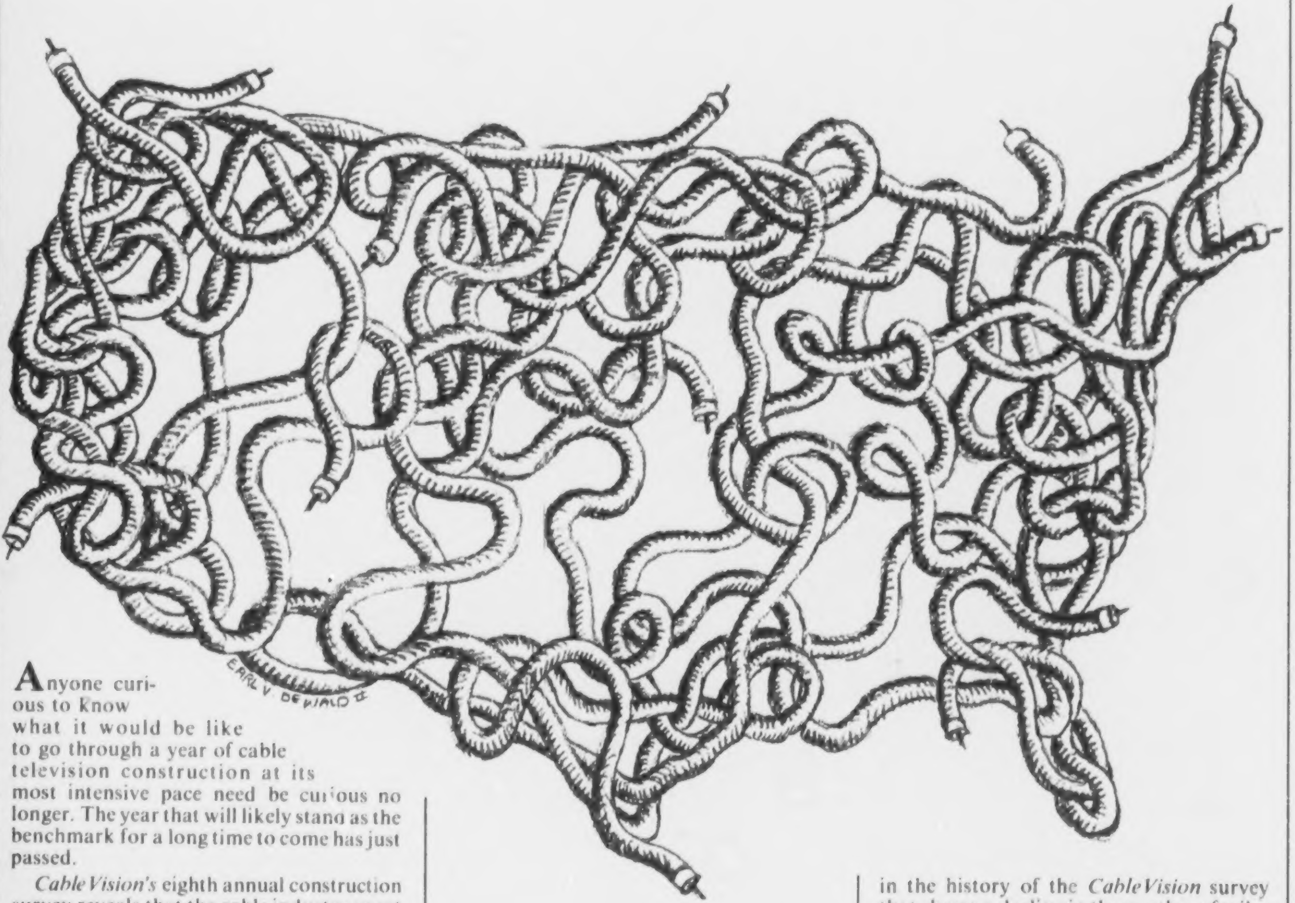
This week in PLUS

Look, Ma, no quarters! As the video craze spreads, more companies are considering cable as a source of game income. Next year, when The Games Network launches, the field that PlayCable once had to itself will become a battleground to rival that of any video game. And if the other companies in the wings join in, who knows what will ensue? But has cable become involved in the tail end of a dying fad? Where will it find itself in the advent of a video game shake-out? . . . Television is television, but should regulations differ when the medium is cable? Morality in Media doesn't think so. The legality of that group's intentions is questionable, but MIM, led by Morton Hill, continue on, ignored by the cable industry but with enough support from other sources to continue. **Pages 73-96.**

Special report: construction forecast

WIRING AMERICA

By Fred Dawson



Anyone curious to know what it would be like to go through a year of cable television construction at its most intensive pace need be curious no longer. The year that will likely stand as the benchmark for a long time to come has just passed.

Cable Vision's eighth annual construction survey reveals that the cable industry spent $1.756 billion in 1982, 25 percent above 1981's figure, to build 83,768 miles of new-build and 32,422 miles of replacement plant. These mileage totals were 17 and 35 percent, respectively, above the amount of plant installed in 1981.

Every expense category registered significant gains over sales in the previous year. Some $351.8 million was spent on coaxial trunk, drop and feeder for new and rebuild plant, compared to $294.9 million the year before. For labor and construction services, which include vehicle purchase and maintenance, storage and management services, the industry shelled out $640.4 million in 1982, $120 million more than the 1981 total.

The most dramatic increase in outlays came in converters—most notably addressable converters. All told, $356.7 million was spent on converters in new and rebuild construction, 31 percent over the 1981 figure. The share of that sum attributable to addressable converter outlays was $164.2 million, a 230 percent jump over the year before.

But if this year's survey is notable for all-time highs registered in 1982, it is equally significant for what it shows about 1983. According to projections from the numbers supplied by survey respondents, who represent 47 percent of the industry's subscriber total, 1983 will be the first year in the history of the *Cable Vision* survey that shows a decline in the number of miles of cable plant and in overall expenditures from the year before. From 1975, when the industry added 11,175 miles of new plant, through 1982, when 83,768 miles were added, the industry averaged yearly increases in new-build mileage of 24 percent, with one period, 1979-1980, showing a whopping 43 percent increase in new plant mileage. In the past three years, overall construction expenditures have increased at an annual rate of 15 percent, and, of course, the rebuild plant mileage increases have been astronomical from one year to the next.

But for 1983, in every construction and equipment category except addressable converters, the *CV* survey shows a slight

Construction expenditures

New plant construction **In miles**	**1982** **Actual**	**1983** **Projected**
Underground	10,437	8,231
Aerial	73,331	72,700
Total	**83,768**	**80,931**
Cost ($ in thousands)		
Antennas and towers	4,926	4,886
Microwave equipment	32,874	31,621
Headend	34,355	32,229
Line amplifiers	133,136	130,597
Cable—Trunk	98,521	93,456
Feeder	114,948	109,633
Drop	74,129	73,080
Taps and outlets	49,266	45,875
Converters—Nonaddressable	184,076	164,367
Addressable	158,625	191,141
Construction services	311,984	310,659
Earth stations	16,428	15,591
Pay TV security devices	65,683	62,154
Local origination equipment	32,859	30,972
Labor costs	328,451	326,567
Total	**1,640,261**	**1,622,828**
Replacement plant construction **In Miles**		
Underground	4,202	4,658
Aerial	28,220	26,000
Total	**32,422**	**30,658**
Cost ($ in thousands)		
Antennas and towers	3,268	3,090
Microwave equipment	5,252	4,967
Headend	3,385	3,201
Line amplifiers	22,177	20,969
Cable—Trunk	14,006	13,244
Feeder	26,845	25,385
Drop	23,344	22,074
Taps and outlets	4,669	4,415
Converters—Nonaddressable	8,431	10,223
Addressable	5,573	3,012
Total	**115,950**	**110,580**
Grand total	**1,756,211**	**1,541,990**

The results of this survey are derived from a sampling of MSOs and manufacturers, and are estimates based upon information supplied to CableVision. *All numbers and company references have been held in strict confidence.*

Special report: construction forecast

(Continued from p. 26)

drop from the levels reached in 1982.

According to the survey, cable operators will spend $1.733 billion on all phases of construction in 1983 as opposed to the $1.756 billion spent in 1982. Total new-build plant miles projected for 1983 come to 80,931 compared to the 83,768 miles constructed last year. In the rebuild plant category, the 1983 mileage is projected to be 30,658 against 32,422 in 1982.

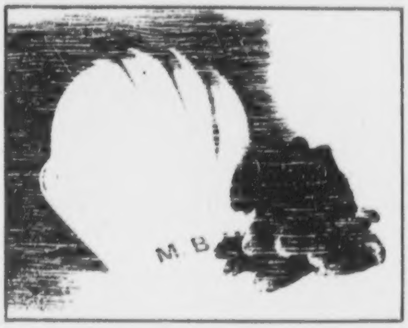
Obviously, none of this represents a significant drop off 1982's pace. In fact, allowing for a margin of statistical error, it could be said that 1983 will be virtually the same as 1982. But such a statement may underestimate the developing trend because there are indications that the outlays projected in December, when operators responded to the survey, might be further reduced if the nation doesn't begin to rise out of its recession soon.

Moreover, through further research into the near-term future, *CableVision* has determined that 1983's construction is the beginning of a gradual year-to-year drop in the number of miles to be added between now and the end of 1986.

MSOs responding to the survey, representing nearly half the industry, expect to add some 95,000 miles during that period. Doubling that figure to cover the entire industry and adding 15,000 miles to cover franchises not yet awarded brings the total new-build miles to be added between now and the end of 1986 to 205,000. With 82,931 of those miles projected for 1983, that leaves only 122,000 miles of new-build plant in the three years following 1983. That's an average of just under 41,000 miles per year, which is well under the new-build rates of the past three years.

In terms of expenditures, using the 1983 new-build rate of $20,052 per mile, as averaged from the current survey findings, annual industry expenditure on new-build plant beyond 1983 will reach the $822 million range.

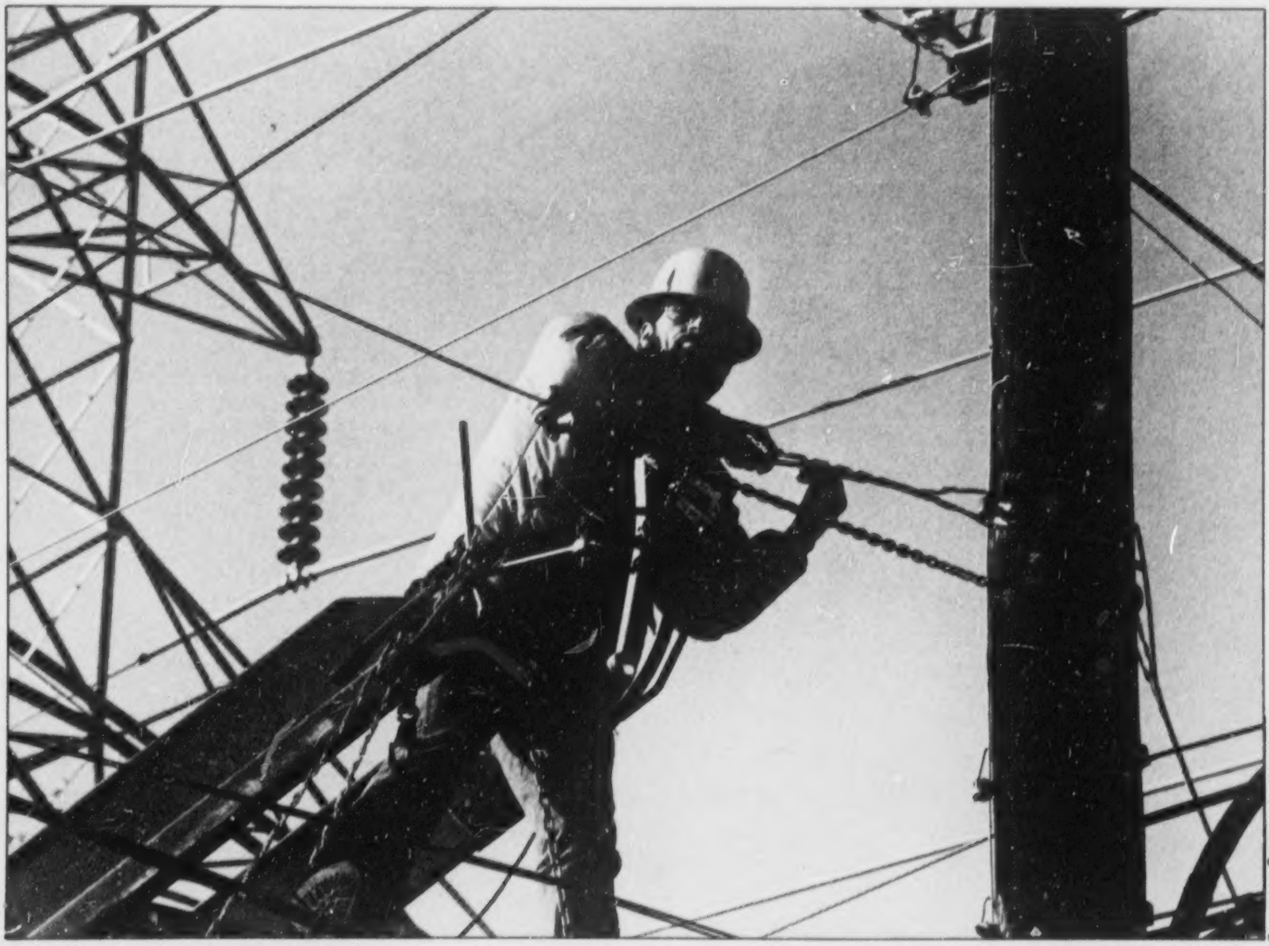
As for MSO rebuild projections for the next four years, a sharp drop-off can be expected after 1983, which the *CV* survey shows will register some 30,658 miles of replacement plant construction. For the three years following 1983, the industry can expect the rebuild mileage total to be approximately 60,145, or some 20,000 miles per year. At a cost of $3,600 per mile, as derived from 1983 projections, this would mean the rebuild expenditure beyond 1983 would be some $72 million per year.



Combined with the average new-build outlay for 1984-86, this would bring the average annual construction expenditure for each of the three years after 1983 to $894 million, which is well below the more than $1 billion per year the industry has been averaging since 1980 but well above the rates in the years preceding 1980.

It takes no special insight into the industry to understand that a construction decline is inevitable as more and more communities join the wired nation. But it may come as a surprise that the corner is being turned this year rather than further down the road.

A number of factors, chief among them the recession, are producing the earlier-than-expected braking pressure. But it should be understood that this in no way indicates the industry is moving toward a



Sammons Communications Inc

reduction below what normally would be anticipated as the long term brings the inevitable completion of major new-builds. Rather, the intentions of operators point to a stretching out of the building boom as a way to ensure that balance sheets over the next few years will remain solidly in the black. Thus, any further reduction in mileage in 1983 beyond the totals projected in the current survey will be made up in following years.

Obviously, given the deadlines set by franchising authorities, there is only a limited amount of flexibility when it comes to postponing construction of new plant. But the signs are clear that whatever slack there is will be taken up quickly if the prolonged economic slump continues. And, of course, in the case of upgrading systems, there is much more latitude for operators looking for a way out of the economic squeeze.

Said one MSO executive who preferred anonymity, "Sure, I'm going to meet franchise commitments where the issue is a black-and-white deadline written into a new contract. But there are many grey areas where I have the option of not taking the great leap forward. Rebuild is an obvious case. But there's also the matter of extending plant into areas of new housing development. For awhile, we, like everyone else, jumped to go after those areas. But now we're holding off, even to the point of taking a little heat from the franchise authorities."

Already, operators report the slowdown has produced a significant shift in the labor picture compared to a year ago. Dave Willis, director of engineering for TCI, was one of many executives who noted that the rate of calls from contractors seeking work has risen sharply. Contractors contacted by *CableVision* for the survey agreed there

is less work, but none would go on the record to indicate just where things stand.

Willis saw several factors at work in the industry producing a slowdown in the construction pace. Along with the general condition of the economy, he noted costs remain high, penetration "is suffering a bit," and "we're seeing a lot of recalculations among those companies that are building some of the large systems that received so much ballyhoo in the last few years."

The emerging tendency to undertake new construction with more caution is having an effect not only on labor availability but on equipment supplies as well. Jim Neese, vice president of engineering at United, was one of many executives who noted the change. "Vendors are on time," he said. "There's no problem with shipment delays now. We can practically get most things off the shelf."

It is easy to understand why the last few years of all-out construction would lead to caution among MSOs. The nature of the cable boom has been to create upward pressure on prices even as inflation in most areas of the economy has been curbed. Instances of construction cost overruns abound throughout the industry. Cox in Omaha, for example, reports $46 million in projected capital expenditures, some 27 percent over projections.

Fred Dressler, president of Mile Hi Cablevision in Denver, noted that, by the time ATC drew up the final *pro formas* for the Denver bid, the estimated cost of construction had risen over a hundredfold from the amount the company initially thought it would take to build the city.

Some hard lessons in the last three years have contributed to the more conservative approach to new construction projects. The experience of a small Florida-based MSO is an extreme case of what has befallen many operators in the rush for cable gold. The company's franchise territory covers several fast-growing communities. As new homes and apartment buildings were built, the system's managers quickly ordered equipment to permit rapid extension of the system in all directions. Most of the plant in the older sections was at 12 channels, with penetration system-wide at a healthy 55 percent.

Assuming the penetration rate would hold in the new areas, the operator installed 35-channel plant as fast as the new subdivisions went in. The system, a mere two years following the decision to extend plant at expanded capacity into

(Continued on p. 39)

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these new areas, has gone from high profitability, to near bankruptcy largely because so much money was spent at once without any market demonstration of demand for the costlier 35-channel service.

In the opinion of the consultant who has been called in to direct the company out of its morass, nobody should be extending plant under current economic conditions without careful planning and a clear demonstration of demand among new communities.

Given there is a more conservative mood about construction, are vendors feeling a downward pressure on prices? "Not really," said the marketing vice president of one manufacturer. "It's true demand is leveling off a bit, but look where it's leveling off at. It's taken us years to gear up to where we could meet this rate of demand, so we hardly view it as slack, even if it drops a little. We know, with all the franchise commitments out there, there's only so much room for cutbacks in building plans over the next 12 months. So I don't see why we would have to be lowering prices at a time when we need those revenues to cover our own expansion costs."

This manufacturer and others noted that, in the long run, it won't just be a drop-off in demand that puts a brake on price escalations. There is also the matter of cost reductions resulting from improvements in efficiency and design.

Commented one executive with a major manufacturer of addressable converters: "I realize that in new franchise situations, people have to buy now, and we've done our best to come up with a good product at the lowest possible price. But our engineers are already well into the design of the next generation of converter, and using what we've learned from past experience, I have no doubt we'll be offering a better product at slightly less cost."

Another executive working for a major producer of headend and line electronics had this to say about price trends: "I don't think the question is whether prices are going to fall or even hold at present levels in the face of slackening demand. The question is whether prices are going to continue going up at past rates of acceleration, and I think the answer is, clearly, they are not."

Judging from this year's survey results, he is right. From 1977 through 1982, the per-mile cost of new-build plant rose better than 10 percent per year. The per-mile cost will go up again in 1983, but the rise will be only 3 percent. Averaging all new-plant cost factors, including local origination equipment and converters, the 1983 per-mile cost will come in at $20,050, the *CV* survey shows. The per-mile price in 1982 was $19,580.

Hand in hand with the industry's more cautious approach to launching new construction is much greater sophistication in construction management. Stringent cost accounting; consistent procedures and policies; coordinated purchasing to achieve volume discounts; more efficient management of inventory; and creation of corporate construction divisions are among the steps taken by operators.

Perhaps no company has gone further than ATC in streamlining and cutting construction costs. The company's in-house construction staff now numbers approximately 300, said Bill Brown, the division's senior vice president.

Brown said ATC has discovered its per-mile savings using its own crews have been running at 20 percent or more. In Indianapolis, 549 miles of aerial 400 MHz plant have been completed at a cost of $9,200 per mile, he said. This compares to $13,000 per mile bid on a turnkey basis by a contractor prior to the MSO's decision to use its own

(Continued on p. 47)

Fast track meets marketplace realities

New and replacement plant construction, 1975-83

	1975	1976	1977	1978	1979	1980	1981	1982	1983 (Projected)
New plant construction									
In miles									
Underground	1,865	1,606	2,522	4,121	8,736	7,582	14,110	10,437	8,231
Aerial	9,310	10,852	16,271	18,005	23,178	48,750	57,505	73,331	72,700
Total	11,175	12,458	18,793	22,126	31,914	56,332	71,615	83,768	80,931
Replacement plant construction									
In miles									
Underground	655	207	1,222	1,159	1,508	1,145	7,247	4,202	4,658
Aerial	2,600	2,893	6,236	6,998	6,635	8,925	16,705	28,220	26,000
Total	3,255	3,100	7,458	8,157	8,143	10,070	23,952	32,422	30,658
Grand total (in thousands)	$126,822	$168,952	$194,795	$241,607	$651,853	$1,187,744	$1,403,878	$1,756,211	$1,541,990

(Continued from p. 39)

crews. Brown said the pace of construction in Indianapolis has been averaging 55-65 miles per month.

The city has been a major testing ground for ATC's approach to construction insofar as the system had to make up for serious delays in the initial construction phase. At one point early last year, the company was threatened with an $18,000 fine for failing to complete 17 percent of the system by Feb. 19. Because a severe winter and make-ready delays were responsible for the problems, the city granted a six-month extension of the deadline. The new deadline was met with time to spare, and now the system is more than half completed.

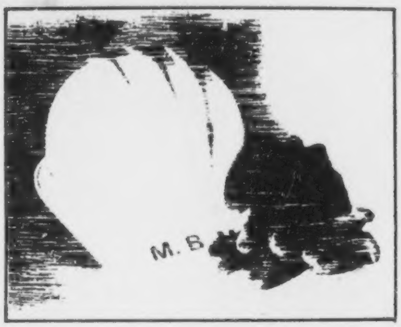
Brown cited a number of factors that have contributed to the cost-efficiency of the in-house operation. ATC management is in direct control of the crews, which eliminates both the problem of "supervising the supervisors" and the overhead costs of turnkey management, he said. Brown also noted that by offering construction workers and technicians a career opportunity with a major corporation, ATC is able to lure individuals who are looking for stability. "We have something to offer the experienced worker who has been at it for awhile and is now ready to settle down with a family and needs a little security," Brown stated.

Another benefit of the in-house operation is the improved coordination between purchasing, accounting and on-site elements of the construction operation. Brown said ATC has found that it can hire college graduates with degrees in industrial construction management to handle the scheduling and paperwork side of the construction business. "We've been able to show them that cable television construction management is as challenging as construction management anywhere," he said. "We're able to keep a running account of inventory and expenses. For example, taps may be building up in inventory faster than we expected. We can trace the cause, which might be that demographics in a particular market have changed or our projection ratios were off. So we make the right adjustments and cut back on orders. It's a far more efficient operation than we ever had before."

The biggest problem in relying on in-house crews, Brown said, comes in shifting crews from place to place for small jobs. For many such jobs, the company still turns to outside contractors for help.

As might be expected, the record-setting pace of 1982 did not come without its glitches. Many operators found themselves bargaining with franchise authorities to avoid fine assessments, and in most instances, the blame for the delays fell to the pace of make-ready.

Ted Campbell, general manager of the Warner Amex system in Pittsburgh, noted that the utilities there, despite being accustomed to cable construction over the years, just were not prepared for the preparations necessary for installation of dual coaxial plant. Although the Pittsburgh system met its deadlines, it was touch-and-go early last year as the cable company waited for the utilities to adjust to the realities of dual-plant construction.



Regarding make-ready, Harold Null, Storer's vice president of engineering, commented, "The biggest problem in construction, as always, has been getting the permits for make-ready. The utilities just aren't geared up to accommodate the current pace of cable construction. They don't want to hire extra workers just for the cable construction period, so they make do with the crews they have." Null said that while this problem led to some tight situations, his company was able to avoid fines through a combination of rapid construction and good politics.

A typical problem with make-ready has kept Cablevision Systems from building the Fairfield County, Conn., system as

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quickly as it would like. There, the utilities have been able to deliver 30 miles of poles per month, while Cablevision Systems has been geared up to build at a pace of 60-80 miles per month.

Of course, delays in make-ready haven't been the only causes for headaches among operators pushing full bore toward meeting construction deadlines. Another major concern has been public reaction to the inconvenience and plain inconsideration that goes with cable construction. In a Chicago suburb, a circuit judge enjoined installation of underground lines in response to a class action suit brought by citizens who claimed the company's installation of cable and electronics damaged property and detracted from area appearance.

In Fort Worth, Texas, public outcry over the discourteousness of cable crews led to the firing of a major contractor. And in Cincinnati, Warner Amex had to smooth civic feathers following a flare-up over its underground construction. Many other operators experienced similar hassles, which often were made worse than usual because contractors were pressed to fill intense demand by employing less than competent workmen.

But while operators often found themselves bargaining, sometimes unsuccessfully, with franchise authorities to avoid fines, last year went surprisingly well considering the pace of construction. At year's end, most major city new-builds were on or ahead of schedule. Due for completion in 1983 were Pittsburgh; Omaha, Neb.; Indianapolis, Houston (over a year ahead of schedule); Atlanta; Nashville, Tenn.; Cincinnati; portions of Los Angeles; Kansas City, Mo.; and dozens of major metropolitan suburbs around the country.

Perhaps even more impressive than the sheer mileage totals racked up in the past year is the fact that so much of the new plant is far more technologically advanced than past equipment. For those who were concerned about whether 400 MHz plant would operate without major problems, 1982 brought great relief.

Omaha, Pittsburgh (at 330 MHz), Cincinnati, Portland, Ore., Atlanta, and many other systems came on line with advanced two-way plant with no more than the usual proportion of service complaints from new subscribers.

The year also marked a breakthrough in the addressable converter field. In 1981, the industry abounded with horror stories about converters that didn't work and the losses that resulted from the failures. But in 1982, things improved dramatically.

For example, after a shaky start in Omaha, Oak was able to come through with consistently reliable performance for its TC-56, said Cox System Manager Jim Vodack. Bob Hosfeldt, executive vice president and general manager of Gillcable, also reported that Oak is improving significantly since the first orders came in.

Early problems were not unique to Oak. Jerrold, too, was plagued by hassles in the early going. But in 1982, the company turned the situation around. Tom Bird, vice president of development for Rollins Cable, reported that the failure rate with the Jerrold converters is now under 1 percent per month, which is below the failure rate for the MSO's conventional terminals.

TOCOM is another major converter manufacturer that had to endure unusually severe start-up pains. But by all accounts, that firm is on track with booming sales and consistent performance.

Similar reports were received from operators regarding addressable gear from Pioneer, Zenith and other major manufacturers, which were credited with particularly good quality performance rates.

The high rate of sales in addressable converters projected for 1983 reflects the fact that, by and large, the industry has been convinced that in the age of multipay, addressability makes economic sense. United's Jim Neese voiced the thoughts of many operators when he said, "The way service is structured today, we can't function without addressability. In all new as well as major rebuild projects, we're going with addressable converters."

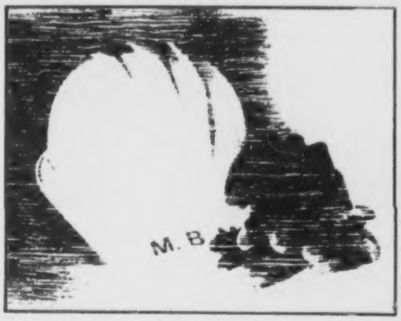
But Neese, like many others, still would like to see improvements in the addressable concepts.

After three years of examining the question, ATC has finally decided to go with a new approach in addressable gear, and it is a direction many operators favor. The firm has signed a contract with Toshiba to produce a two-way addressable system that places the security equipment outside the home.

This approach has great appeal among many operators. TCI President John Malone, for example, spoke highly of one manufacturer's experimentation with a device that would simplify addressability considerably and lower the costs in the process. Although the manufacturer prefers to keep the project secret, an official agreed to describe the concept anonymously. The new system would not scramble signals at all, thereby obviating the need for any kind of descrambler. Instead, a device placed on the pole outside would respond to the channel tuner in the home by allowing a chosen signal to pass, provided the home was authorized to receive it. This device would permit multiple-set hookups without additional equipment and would serve as many as four residences at a cost of about $100 per household.

Such breakthroughs, when they come, will, no doubt, continue to add vitality to the manufacturing side of the cable industry, even as the construction boom begins to fade. In fact, the promise of technological breakthroughs is a major reason for long-term optimism in the face of the inevitable decline in coaxial construction.

In light of these considerations, perhaps the biggest construction news of 1982 was the agreement announced at the Western Show between United Cable and Times Fiber for complete fiber wiring of the Alameda, Calif., system. Under a turnkey agreement, Times Fiber will construct 120 miles of plant providing 120 cable channels to the San Francisco Bay community of 24,392 homes at a cost of $8 million or some $67,000 per mile. Construction is slated for completion by August of this year.



All wiring will be fiberoptic, including feeder and drops—marking the first time any operator has installed a completely fiberoptic system in the United States. In fact, it may mark the first commercial fiberoptic operation anywhere, insofar as fiberoptic systems installed in Japan and France have been underwritten by the governments as technological experiments.

The computerized Alameda fiberoptic network will be two-way addressable with facilities for ratings analysis, revenue monitoring and impulse pay-per-view. Subscribers will use a keypad instead of a set-top converter to order programs.

Another factor that may provide impetus to sales in the cable marketplace is the prospect for competition in once-exclusive markets. No one knows now just how big a role overbuilds are going to play in cable's future, but it appears the role is going to be much greater than it has been in the past. Cablevision Systems already has made it clear it does not consider a market off limits just because another operator is there. And with court cases opening the way for challenges to exclusivity, there may be many markets that will see a secondary building phase over the next decade.

As for the future, the addition of some 205,000 miles of new plant over the next four years isn't a disastrous decline. In the past four years, the industry has added some 237,000 miles of new plant. Thus, there may be less business for manufacturers and contractors in the years immediately ahead but not much less.

Cable Vision found that 1984 should be a year of intense activity, which would indicate that the following two years would drop significantly. ATC, for example, plans to add some 13,000 miles of plant between now and the end of 1986. Approximately 8,000 miles of that construction will be completed by the end of 1984. Cox plans to add another 3,900 miles over the next four years, barring any further major franchise awards, and all but a couple hundred of those miles are slated for completion by the end of 1984.

ATC, Cox, Storer, Warner Amex, United and Group W all report they are committed firmly to their building plans, including significant rates of new-build for the next few years.

(Continued on p. 53)

(Continued from p. 48)

Group W said its 1983 construction expenditures will be 15-30 percent above the approximately $200 million spent in 1982, with the amount split in half between new and rebuild construction. United is another firm looking at substantial increases in 1983 and 1984, owing to its new joint venture commitments with Tribune Cable in Montgomery County, Md.; Tampa, Fla.; and Sacramento, Calif.

Responses to the *CableVision* survey indicate that the softness that appears to be emerging is emerging among medium and small MSOs rather than from the largest firms. Thus, it is not likely, barring another major economic downturn, that the 1983 construction results will be far below the amounts projected in this year's survey. Clearly, there is more caution and better control over costs, but there appears to be no dampening of the enthusiasm in the industry to complete the job of wiring America.

—Fred Dawson

Boston hustle

McCourt completes difficult first-phase construction from downtown to East Boston

BOSTON—The construction firm building Cablevision Systems' 728-mile cable system in Boston recently completed the first, and possibly most difficult, phase of the project in just under a month's time.

On Oct. 17, McCourt Cable Systems Inc. of Boston began construction of a quad-trunk bundle at the system's headend atop a downtown office tower. McCourt strung cable under the Southeast Expressway, buried it in the historic North End district and fed it through a conduit in the Sumner Tunnel, which passes under Boston harbor to connect downtown with East Boston, 4½ miles from center city.

Workers reached East Boston on Nov. 15. That area was designated as the first to receive cable service due to over-the-air signal interference from nearby Logan International Airport. Dec. 27 was targeted for the hookup of the first homes in the city to receive service.

Eventually, the 210-channel capacity, four-trunk system will pass some 250,000 households and thousands of businesses. McCourt officials said construction of the full 728 street miles of plant will take two years. McCourt and Cablevision Systems said the target date is 1½-2 years earlier than originally expected.

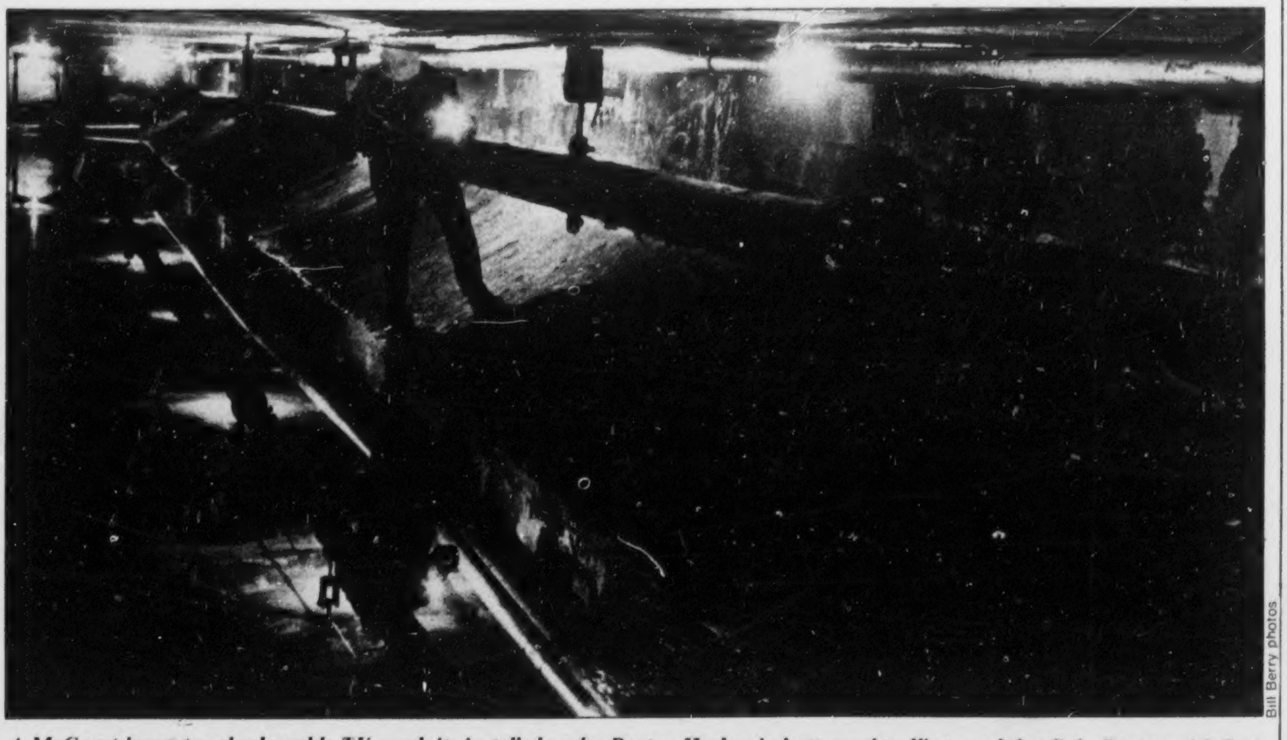
David McCourt, president of the construction firm, said his company's expertise in airport construction and in working in congested urban environments was responsible for the rapid progress of the Boston build's first phase. The firm worked around the clock wiring the central business district at night and residential areas during daylight hours. McCourt termed the build the "toughest" in cable's history.

The original construction date was delayed due to legal entanglements, but McCourt said that the first phase nonetheless was completed on schedule. "The city couldn't be more pleased with the progress of the system," he said.

Rick Bouhrton, the city's cable coordinator in the mayor's office, said, "The construction from the headend proceeded more quickly than anyone had expected—beyond anyone's expectations."

However, despite McCourt's new projections, Bouhrton said the city expects it to take 3½ years to build the entire system, which would put the targeted completion date closer to 1986.

Construction of the Boston system is more difficult than most builds, even urban builds, because it uses few existing conduits. About two-thirds of the plant will consist of aerial installation. The remaining third will be underground.



Bill Berry photos

A McCourt inspector checks cable TV conduits installed under Boston Harbor in bottom of traffic tunnel that links Boston with East Boston. Conduits are part of first link of largest cable television system to be constructed in U.S.

Crunching numbers

Arbitron, A.C. Nielsen agree on U.S. cable penetration but differ on systems

NEW YORK—A.C. Nielsen and Arbitron agree that cable penetrates at least 30 percent of U.S. television households, but in their final 1982 counts, the research firms' numbers of wired households and penetration percentages continue to differ.

Nielsen's final numbers show basic cable in 29,340,570 households as of November, or 35 percent of the nation's TV homes. The figure, released Dec. 23, is an increase of 1,456,570 homes and one percentage point from the company's July 1982 count of 27,884,000 homes. Earlier last month, Arbitron released its final 1982 count, with basic cable in 24,750,000 households, 30 percent of all U.S. TV homes. That's up from 21,179,525 homes and approximately 26 percent cable penetration in July.

Arbirton's count marked a change in its cable measurement procedure from previous reports, going from basic reliance on subscriber numbers acquired from cable operators, supplemented by cable reference books, to a 50-50 average between operator data and numbers from 500,000 diary households around the nation (*CV*, 12/27/82, p. 73). However, the result is approximately 4.5 million households and five percentage points behind Nielsen's report, which takes into account figures from operators, various cable networks, reference works, 500,000 diary households and, for this report, phone calls to 200,000 other homes during the first two weeks of November.

Arbitron and Nielsen agree that New York has the largest number of cable homes in the country, and that Las Vegas, Nev., has the lowest percentage of cable penetration. Each company reached the same conclusion using different methods to determine the population of television viewers within a given area. Neilsen, using its Designated Market Area standard, reports that New York has 1,920,240 basic cable households, covering approximately 30 percent of the area. By its Area of Dominant Influence approach, Arbitron lists the Big Apple's wired populus at 1,584,093 households, or roughly 25 percent of the area's homes, and five percentage points lower than Nielsen's figure.

In Las Vegas, Arbitron's count of 7,596 homes placed the area at 4 percent cable penetration. Nielsen's number worked out to more than double those of Arbitron—16,650 households, 8.2 percent cable penetration.

Nielsen installed its latest tool of cable census-taking, the phone calling system,

Nielsen
top 50 DMA cable markets (ranked by households)

Rank	Area/DMA	Cable Homes	Percentage of TV Homes
1	New York	1,920,240	29.7
2	Los Angeles/Palm Springs	1,025,400	23.8
3	San Francisco	885,680	44.1
4	Philadelphia	879,310	36.3
5	Pittsburgh	619,580	51.1
6	Boston/Manchester/Worchester	529,330	27.1
7	Seattle-Tacoma	470,560	42.0
8	Houston	436,210	33.3
9	Cleveland/Akron	431,450	30.4
10	San Diego	416,660	57.5
11	Dalls-Ft. Worth	376,000	26.8
12	Hartford/New Haven	371,010	51.6
13	Atlanta	361,650	32.8
14	Chicago	354,290	11.9
15	Miami/Ft. Lauderdale	344,130	30.0
16	Buffalo	338,480	54.8
17	Tampa-St. Petersburg/Sarasota	320,650	29.9
18	Wilkes Barre/Scranton	299,090	62.8
19	Orlando-Daytona Beach	286,910	46.0
20	Charleston-Huntington	278,090	55.5
21	Kansas City	259,750	38.2
22	Sacramento-Stockton	257,910	30.3
23	Indianapolis	254,370	31.2
24	Syracuse	253,480	58.2
25	Harrisburg/Lancaster/Lebanon/York	251,230	52.0
26	Washington	249,340	16.7
27	Columbus	242,640	41.3
28	Oklahoma City	239,190	44.0
29	Albany/Schenectady/Troy	239,100	50.9
30	Grand Rapids/Kalamazoo/Battle Creek	235,770	40.7
31	Birmingham/Anniston	228,680	40.0
32	Detroit	223,830	13.4
33	Wichita/Hutchinson	219,890	53.4
34	Johnstown-Altoona	216,100	68.3
35	Dayton	211,720	45.5
36	Tulsa	211,360	49.0
37	Raleigh-Durham	209,150	38.3
38	San Antonio	208,220	40.3
39	West Palm Beach/Ft. Pierce	203,890	55.7
40	Portland	202,790	25.0
41	Greenville/Spartanburg/Asheville	193,180	33.0
42	Champaign/Springfield/Decatur	190,250	57.3
43	Nashville	189,980	27.4
44	New Orleans	186,900	30.7
45	Shreveport	182,260	41.6
46	Norfolk/Portsmouth/Newport News	178,290	36.3
47	Mobile-Pensacola	177,940	45.0
48	Memphis	176,680	30.5
49	Charlotte	176,190	29.0
50	Denver	175,640	19.5

this past May. Under the system, households targeted to receive diaries are called in advance and asked about their cable status. The reponses are tabulated with information from other sources. Arbitron does likewise but does not incorporate results into its cable penetration reports.

In the top 50 markets, Nielsen's DMA process and Arbitron's ADI method also showed Chicago and Detroit as low cable-penetrated areas among the top 50 markets. Arbitron's count of 279,026 homes put Chicago at 9 percent penetration. Nielsen counted 354,290 Chicago households, 12 percent penetration.

Detroit registered an 11 percent penetration figure with Arbitron and 13 percent with Nielsen.

Palm Springs, Calif., an area outside the top 50 range, has the highest percentage—88 percent—of basic cable households, according to Arbitron. Under Nielsen's system, Palm Springs is counted as part of the Los Angeles market. Both areas combined total 24 percent cable penetration, according to Nielsen's estimates.

Nielsen lists a California region that includes Santa Barbara, San Marino and San Luis Obispo highest in terms of cable penetration percentages. That three-city grouping has a 79.5 percent penetration of cable homes, the company reports. Arbitron lists the area second behind Palm Springs, but with 80 percent cable penetration, one half percentage point ahead of Nielsen's count.

Marquette, Mich., is second on Nielsen's cable penetration percentage list at 74.3 percent. The area ranks 24th on Arbitron's report at 62 percent. Those figures, in particular, could change in 1983 counts, depending on the outcome of the refranchising situation involving the now-disenfranchised Cox Cable, the local consortium Marquette Cablevision and the Marquette City Council.

Both reports name San Angelo, Texas, as the third-highest cable-penetration area in the U.S. Arbitron's count shows penetration at 75 percent, Nielsen at 72.7 percent.

Among Nielsen's top 50 cable markets, the markets with the highest penetration, in descending order, were Johnstown-Altoona, 216,100 cable homes, 68.3 percent of TV homes; Wilkes Barre/Scranton, 299,090 subscribers, 62.8 percent; Syracuse, 253,480 subscribers, 58.2 percent; San Diego, 416,660 subscribers, 57.5 percent; Champaign/Springfield/Decatur, 190,250 subscribers, 57.3 percent; West Palm Beach/Ft. Pierce, 203,890 subscribers, 55.7 percent; Charleston/Huntington, 278,090 subscribers, 55.5 percent; Buffalo, 338,480 subscribers, 54.8 percent; Wichita/Hutchison, 219,890 subscribers, 53.4 percent; and Harrisburg/Lancaster/Lebanon/York, 251,230 subscribers, 52 percent.

Among Arbitron's top 50 cable markets, the markets with the highest penetration, in descending order, were Santa Barbara/San Mateo/San Luis Obispo, 140,466 subscribers, 79.8 of TV homes; Johnstown-Altoona, 177,699 subscribers, 65.9 percent; Wilkes Barre/Scranton, 284,076 subscri-

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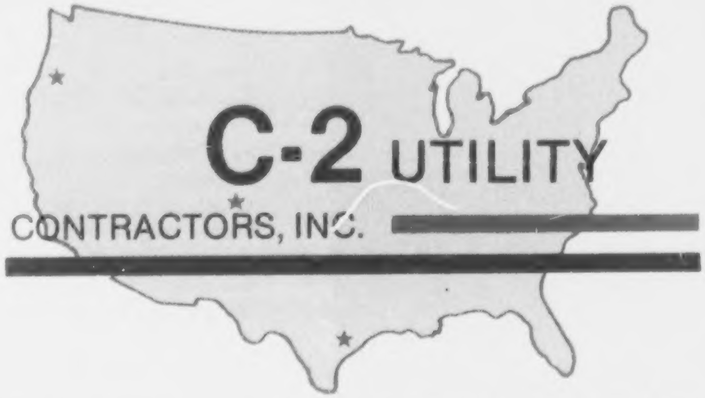

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December, 1982

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bers, 60.2 percent; San Diego, 387,525 subscribers, 53.6 percent; Charleston-Huntington, 272,831 subscribers, 51.9 percent; Springfield/Decatur/Champaign, 168,605 subscribers, 51.2 percent; West Palm Beach, 182,641 subscribers, 49.6 percent; Syracuse, 174,204 subscribers, 48.6 percent; Albany/Schenectady/Troy, 224,043 subscribers, 48 percent; and Hartford/New Haven and Wichita/Hutchison, each with 46.6 percent.

Notes

- Faulting traditional marketing techniques for failing to increase what has become a stagnant basic cable penetration, Greg Liptak, Times Mirror Cable TV executive vice president, called on the industry to come up with new sales techniques that can bring the excitement back to cable TV. Speaking before December meeting of the Southern California Cable Club, Liptak offered operators his "Ten Commandments" for successful cable operations. In addition to the more obvious need to provide a technically proficient system and offer good customers service, Liptak suggested several new approaches to improving penetration. Among them were the need to explain to customers the difference between cable and STV, to offer convenient program guides, explain cable's price advantages, and cooperate with other cable systems in sharing marketing expenses.

- Roger Cable TV has introduced a new pay television information service, Showcase, which debuted in Toronto last month. It offers information on the three pay services available while showing clips of upcoming events.
- Warner Amex Cable Communication systems in Cincinnati and Pittsburgh set company monthly sales records for new customers. Cincinnati grew by 14,603 customers to 78,000 between Oct. 13 and Nov. 17. In Pittsburgh, Warner Amex subscribers increased by 11,600 to 52,000 between Aug. 30 and Sept. 30.

- A.C. Nielsen's Home Video Index has just completed a national "Cable Network Product Usage Study" for Entertainment and Sports Programming Network, Cable News Network, WTBS and Music Television. The special survey was designed to collect information on purchase habits and product usage from homes that view these networks. The survey was conducted late last summer.

- Media General Cable of Fairfax County, Va., has named The Martin Agency of Richmond, Va., as its communications and marketing counsel. Initially, the agency plans to use newsletters, new releases, collateral materials and slide shows to "educate the public, the political leaders and civic organizations" on Media General's activities in the county, said Compton Jones, Martin vice president. Media General is building a $150 million cable system in Fairfax County.

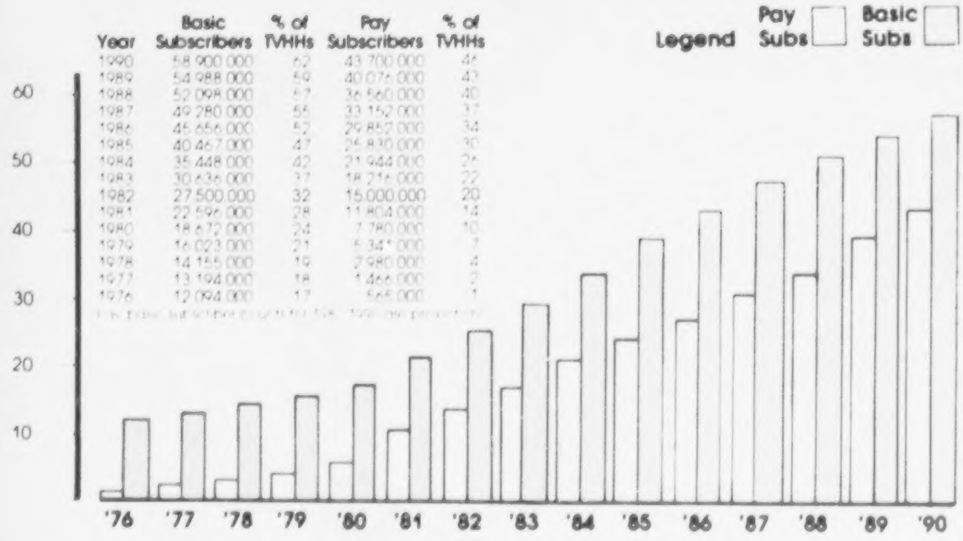
Arbitron

top 50 ADI cable markets (ranked by households)

Rank	Area/ADI	Cable Homes	Percentage of TV Homes
1	New York	1,584,093	24.5
2	Los Angeles	805,221	19.0
3	Philadelphia	791,050	31.9
4	San Francisco	721,484	36.1
5	Pittsburgh	544,504	44.3
6	Cleveland	415,868	29.5
7	Seattle-Tacoma	399,654	36.0
8	Boston	395,280	20.5
9	San Diego	387,525	53.6
10	Hartford/New Haven	371,742	46.6
11	Houston	345,017	26.0
12	Wilkes Barre/Scranton	284,076	60.2
13	Chicago	279,026	9.3
14	Charleston-Huntington	272,831	51.9
15	Orlando-Daytona Beach	258,829	41.3
16	Tampa-St. Petersburg	257,916	23.9
17	Buffalo	257,473	40.7
18	Miami	251,321	21.7
19	Atlanta	249,853	22.4
20	Columbus	228,370	38.7
21	Dallas-Ft. Worth	225,333	16.1
22	Albany/Schenectady/Troy	224,043	48.0
23	Grand Rapids/Kalamazoo/Battle Creek	219,808	38.0
24	Harrisburg/York/Lancaster/Lebanon	219,334	45.4
25	Oklahoma City	218,263	38.9
26	Kansas City	211,297	30.0
27	Sacramento-Stockton	204,593	24.0
28	Indianapolis	199,006	24.9
29	Washington	197,111	13.1
30	Wichita/Hutchinson	192,391	46.6
31	Portland	189,068	23.2
32	Detroit	182,730	10.9
33	West Palm Beach	182,641	49.6
34	Raleigh/Durham	181,566	31.5
35	New Orleans	180,500	29.8
36	San Antonio	179,562	35.7
37	Johnstown-Altoona	177,699	65.9
38	Dayton	174,705	36.6
39	Syracuse	174,204	48.6
40	Springfield/Decatur/Champaign	168,605	51.2
41	Tulsa	167,125	38.8
42	Shreveport/Texarkana	161,626	36.7
43	Norfolk/Portsmouth Newport News/Hampton	152,338	30.7
44	Denver	146,061	16.0
45	Mobile/Pensacola	144,988	36.3
46	Birmingham	143,931	29.3
47	Toledo	141,982	35.0
48	Santa Barbara/San Mateo/San Luis Obispo	140,466	79.8
49	Memphis	138,356	23.8
50	Flint/Saginaw/Bay City	138,322	30.5

Cable stats

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	27,500,000	32	15,000,000	20
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH) 82,100,000

Homes passed by cable (HP) . 45,310,421

Percent of TVHH passed by cable 55.2%

Basic cable subscribers .. 26,991,845

Percent of TVHH with basic cable 32.9%

Percent of HP with basic cable 59.6%

Pay cable units 14,550,000

Percent of TVHH with pay cable 17.7%

Percent of HP with pay cable 32.1%

Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Film product comparison—December

Film	Pay Networks				Distributor	
A Piece of the Action					C	Warner Bros
Across the Great Divide	HBO		(TMC)			Simcom
Adventures of the Wilderness Family	(HBO)	ST	(TMC)			Simcom
Airplane		ST*			(C)	Paramount
All Night Long		(ST)	TMC			Universal
Allegro Non Tropo					C*	Atlantic
American Pop		ST				Columbia
American Wilderness	HBO*					Simcom
Animals are Beautiful People		ST			(C)	Warner Bros
The Asphalt Cowboy				HTN*		Universal
Beloved Enemy		ST				Samuel Goldwyn Co
The Big Cats	HBO					NGS
Birgitt Haas Must Be Killed			TMC			Moreno
Bite the Bullet					C	Columbia
Black Beauty		(ST)		HTN		Paramount
Blow Out		ST			C	Orion
Bobby Deerfield				HTN*		Warner Bros
The Border	HBO*	ST*	(TMC)			Universal
Breaker Morant			(TMC)	HTN*	(C)	New World
Brian's Song		(ST)		HTN*	(C)	Columbia
Buddy Buddy	HBO	ST	TMC*			MGM/UA
The Burning			TMC			Orion
Bustin' Loose		ST*				Universal
The Cannonball Run	(HBO)				C	HBO
Carnal Knowledge		ST*			C*	Embassy
Cat and the Canary				HTN		Quartet
Cause for Alarm		ST				MGM/UA
Caveman		ST*				MGM/UA
Chain Reacton		ST	TMC			Warner Bros
The Chant of Jimmie Blacksmith					C	Orion
Cheech and Chong's Nice Dreams		ST*	(TMC)		(C)	Columbia
The Chinese Typewriter				HTN		Universal
Cleopatra Jones and the Casino of Gold					C*	Warner Bros
Coach of the Year				HTN		Paramount
Coast to Coast	(HBO)	ST				Paramount
The Competition	HBO	ST		(HTN)		Columbia
The Con Artists					C	S.J. International
Confessions of a Pop Performer					C*	Columbia
Continental Divide	HBO			HTN*		Universal
Convoy	HBO		(TMC)			MGM/UA
The Cowboy and the Lady		ST				Samuel Goldwyn Co
The Damned					C*	Warner Bros
Days of Fury					C	Picturemedia
Dead End					C	Samuel Goldwyn Co
The Deer Hunter		ST	TMC			Universal
The Devils					C	Warner Bros
Die Laughing		ST				Warner Bros
Doctor Zhivago				HTN		MGM/UA
The Dogs of War			TMC			MGM/UA
The Dot and Santa Claus		ST*	(TMC)			Satori
The Dream Never Dies				HTN		IFEX
Elvis		ST*	(TMC)			Worldvision
Excalibur				HTN		Warner Bros
The Exterminator	HBO	(ST)				Orion
Eyewitness		(ST)	TMC			20th Century-Fox
Falling in Love Again	(HBO)	ST*				Badish
The Fan	HBO		TMC			Paramount
The Fighting Sullivan					C	Crystal Pictures
Final Assignment	HBO*		TMC*			Almi Group
The Final Conflict		ST				20th Century-Fox
Five Days from Home				HTN		Universal
The 500 Pound Jerk				HTN*		Universal
For Your Eyes Only		(ST)	(TMC)	(HTN)	C*	MGM/UA
Fort Apache: The Bronx	HBO				(C)	HBO
Four Friends	HBO		TMC			Orion
The French Lieutenant's Woman	(HBO)	ST*	(TMC)			MGM/UA
The Fun House		ST*	TMC			Universal
Gallipoli	HBO	ST	TMC	HTN		Paramount
Games Girls Play					C*	Simcom
Geordie					C	Alan Enterprises
Get Rita				HTN*		K-Pay
Gideon's Trumpet			TMC*			Worldvision
Gimme Shelter					C*	Almi Group
Going Ape		ST*				Paramount
Greased Lighting	(HBO)			HTN*		Warner Bros
The Great Bank Hoax				HTN	(C)	Warner Bros
The Great Caruso				(HTN)	C	MGM/UA
The Great Diamond Robbery		ST				MGM/UA
The Great Train Robbery		ST		(HTN)	(C)	MGM/UA
Green Ice	(HBO)			HTN		ITC
Gulliver's Travels	HBO					Viacom
The Gumball Rally				HTN*	(C)	Warner Bros
Guys and Dolls		ST				Samuel Goldwyn Co
Handle with Care (aka Citizens Band)	HBO					Paramount
Heartbeeps	HBO	(ST)	(TMC)	(HTN)		Universal
Heavy Metal			TMC			Columbia
Hell Night	HBO		(TMC)			Compass International
I Sent a Letter to My Love				HTN*		Atlantic
In Praise of Older Women		ST*			(C)	Embassy
Julie					C	MGM/UA
King of the Mountain	HBO					PolyGram
Knightriders	HBO*		(TMC)			United Film

Cable stats

Film	Pay Networks					Distributor
La Cage Aux Folles II		(ST)	TMC			MGM/UA
Lady Oscar			(TMC)	HTN		Sanrio
The Last Metro		ST				MGM/UA
The Last Waltz			TMC			MGM/UA
The Last Word			TMC*			Samuel Goldwyn Co
Legend of the Lone Ranger					C*	ITC
Les Girls			TMC	(HTN)	(C)	MGM/UA
Let's Do It Again		ST			(C)	Warner Bros
Liar's Moon	HBO		TMC			Crown International
The Little Prince				HTN*		Paramount
Lolita		ST				MGM/UA
Looping		ST*				Viacom
Loose Shoes		(ST)			C	Orion
Love Box		ST				Miramax
Love For Rent					C	HBO
Love is Better Than Ever		ST*				MGM/UA
Magic					C	Viacom
The Magic of Lassie	HBO					Lassie Productions
Man of La Mancha			TMC			MGM/UA
The Man Who Saw Tomorrow	HBO					Warner Bros
The Man Who Skied Down Everest			TMC			Canadian Film Market
Mean Streets		ST				Warner Bros
Meatballs					C	Paramount
Middle Age Crazy					C	HBO
Modern Problems	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
Modern Romance		ST*	TMC			Columbia
Montenegro	HBO*	(ST)				Atlantic
The Mouse and His Child			TMC		C	Sanrio
The Music Man			TMC		(C)	Warner Bros
My Palikari			(TMC)	HTN		Thorn EMI
Mystery Street		ST				MGM/UA
Neighbors	HBO					Columbia
Never Never Land	(HBO)		(TMC)	HTN		Thorn EMI
The Night the Lights Went Out in Georgia	(HBO)				C	Viacom
Nighthawks	HBO					Universal
Nightwing					C	Columbia
On Golden Pond	HBO*					AFD
The Optimists				HTN*		Paramount
The Painted Hills		ST*				MGM/UA
Pennies From Heaven	HBO	ST	TMC			MGM/UA
The Pied Piper				HTN		Paramount
Raggedy Man		(ST)		HTN*		Universal
Rock for Kampuchea					C*	Miramax
Rockshow		ST			(C)	Miramax
Rollover	HBO	ST	TMC			Warner Bros
Rollercoaster	(HBO)			HTN*		Universal
The Runaways					C	Worldvision
Saint Jack					C	New World
Scene of the Crime		ST				MGM/UA
Second Hand Hearts		ST	TMC			Lorimar
Secret Fantasy		ST				Film Ventures
Sgt. Pepper's Lonely Hearts Club Bnad				HTN		Universal
She's 19 and Ready					C	TeleMine
The Shogun Warriors Spacekeepers		ST				Blum Group
Silence of the North	(HBO)	ST*		HTN*		Universal
Sinbad and the Eye of the Tiger		ST			(C)	Columbia
Skyward					C	HBO
Sleeping Dogs					C	Sator
Smash Palace	HBO	ST	TMC			Atlantic
Stripes	(HBO)		(TMC)	(HTN)	C*	Columbia
Superman II	HBO	ST	TMC	HTN		Warner Bros
The Swinging Cheerleaders		ST			C	Delta Video
The Tall Target		ST				MGM/UA
Taps	(HBO	ST*	(TMC)	(HTN)		20th Century-Fox
Tess		ST*	TMC	(HTN)	C*	Columbia
They All Laughed	HBO*					HBO
Thief			TMC			MGM/UA
This Sporting Life					C	Janus
This Time Forever				HTN		Thorn EMI
Time Bandits		ST	TMC			Embassy
Toby and the Koala Bear		ST	(TMC)		(C)	Sator
Tommy					C	Columbia
The Turning Point					C	20th Century Fox
Two Weeks in Another Town				(HTN)	C	MGM/UA
The Ultimate Imposter				HTN*		Universal
The Ultimate Warrior					C	Warner Bros
The Unknown Man		ST				MGM/UA
Urban Cowboy		ST	TMC		(C)	Paramount
Urgh! A Music War		ST	TMC			Lorimar
Vice Squad	HBO	ST	TMC			Embassy
Victory	HBO*	(ST)	(TMC)	(HTN)		Lorimar
The VIP's		ST		(HTN)	(C)	MGM/UA
Who's That Knocking At My Door?	HBO	ST				Warner Bros
Whose Life Is It Anyway?		ST	TMC		C	MGM/UA
Wild and Beautiful On Ibiza		ST				K-Pay
Willy Wonka and the Chocolate Factory	(HBO)	ST		(HTN)		Warner Bros
Zorro, the Gay Blade	(HBO)	ST		(HTN)		20th Century-Fox

Cable Network Legend

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

Networks in parentheses indicate carriage in August, September, October, November and/or December.

An asterisk following a network indicates the film is a carry-over from August, September, October, November and/or December.

In total, 180 films appear on the January schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (August-December 1982, January 1983), nine films appeared on four of the five services, 22 on three and 53 on two services. Ninety-five films are unduplicated.

The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 29, followed by Warner Bros. with 22 and Universal with 17.

A clean sweep for the first month of 1983—"Superman II" flying on the front page of the HBO, HTN Plus, HBO/Cinemax, The Movie Channel and Showtime guides. Accompanying Christopher Reeve: "Neighbors," "Whose Life is It Anyway?" and the new series "Fraggle Rock" on the HBO/Cinemax guide, a lone "Fraggle" on the HBO guide cover and a scene from another new pay series, "Loving Friends" and "Perfect Couples" on the Showtime guide.

Top 20 MSOs

Rank	Multiple System Operator	Subscribers
1	Tele-Communications Inc.[1]	2,200,000 (9/31)
2	American Television and Communications	2,057,280 (9/31)
3	Group W Cable	1,822,701
4	Cox Cable Communications	1,248,879 (10/31)
5	Warner Amex Cable Communications	1,160,000
6	Storer Cable Communications	1,106,278 (10/31)
7	Times Mirror	756,743
8	Rogers-UA Cablesystems	689,875
9	Newhouse Broadcasting[2]	670,332
10	Continental Cablevision	603,000
11	Viacom Cablevision	592,841 (10/31)
12	United Cable Television Corp	522,980 (10/31)
13	Sammons Communications	517,912
14	TeleCable Corp	371,732
15	Capital Cities Cable	314,283
16	General Electric Cable Corp	303,300
17	Cablevision Systems Development	278,000
18	Heritage Communications	266,984
19	Comcast Corp	265,000 (10/31)
20	Liberty Communications	248,000 (12/82)

[1] Number is a company estimate, the last official subscriber count is as of 12/81
[2] Includes MetroVision, NewChannels, Vision Cable

Top 20 systems

Rank	Location	Operator	Subscribers	
1	San Diego, Calif	Cox Cable	220,836	(10/31)
2	Woodbury, (Long Island), N.Y	Cablevision Systems	176,865	
3	Manhattan, N.Y	ATC	166,725	(9/31)
4	West Orange, N.J.	Maclean Hunter	142,013	
5	San Antonio, Texas	Rogers-UA Cablesystems	135,738	
6	Santa Monica (L.A. area), Calif	Group W Cable	129,807	(9/30)
7	Wayne, N.J	Rogers-UA Cablesystems	113,497	(12/15)
8	Tulsa, Okla	United Cable	102,163	(10/31)
9	Audubon, N.J	NYT Cable	97,305	(12/11)
10	Erie County, N.Y	Prime Cable	96,524	
11	San Jose, Calif	Gill Industries	94,210	
12	Austin, Texas	ATC	89,321	
13	Tidewater, Va	Cox Cable	89,288	(10/31)
14	Central Islip, N.Y	Viacom	83,063	(10/31)
15	Orlando, Fla	ATC	82,300	(9/31)
16	Jefferson Parish/Kenner, La	Cox Cable	80,160	(10/31)
17	Seattle, Wash	Group W Cable	80,040	(10/31)
18	Toledo, Ohio	Buckeye Cablevision	76,258	
19	Manhattan, N.Y	Group W Cable	75,246	(10/31)
20	Memphis, Tenn	ATC	73,400	(9/31)

Note: Subscriber counts for MSOs and systems are as of 11/82 unless noted otherwise.

NOTE

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- Scientific-Atlanta teams with Britain's Plessey Co.
- Programmers divided on network compensation
- Lorimar launches pay TV series

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The news and features weekly of the cable television industry January 17, 1983 $3.00

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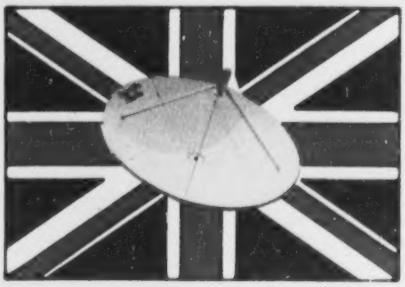


S-A takes aim on Europe

Scientific-Atlanta, through a financial alliance with Plessey Co., a leading British electronics firm, considers entering the European market. **Leading the week, pages 13-16.**

Systems cut distant signals

Some MSOs and independent cable systems are dropping distant signals as a result of adverse copyright policies, but others will wait out the controversy until March 15, the day higher copyright fees take effect. **Leading the week, pages 13-16.**

Justice investigates

The Justice Department studies the investment of three Hollywood studios—Paramount, MCA and Warner Bros.—in The Movie Channel and a deal involving HBO, Columbia and CBS for antitrust violations. **Leading the week, pages 13-16.**

98th Congress convenes

Congress is back in session and ready to examine communications issues, including another Goldwater cable bill, television coverage of the Senate and broadcasters' push for codifying the must-carry rules. **Leading the week, pages 13-16.**

Indecency law stricken

A federal judge ruled that a Utah city's ordinance banning "indecent material" on cable TV was "constitutionally defective." The judge strongly favored cable's First Amendment agruments in a decision that analysts say may set a precedent. **Leading the week, pages 13-16.**

Madison Ave. reviews mixed

ESPN's *Business Times* targets early morning advertising potential, but the service receives mixed reviews from cable buyers. **Leading the week, pages 13-16.**

Lorimar's wait ends

Loving Friends and Perfect Couples, a romantic/dramatic comedy that debuted last week on Showtime, returned Lorimar's first major cable investment before the first episode was aired. **Page 24.**

First-class club

Vision Cable's Fort Lee, N.J., system initiates premium service that provides its members with a first chance at new pay services and pay-per-view events and quicker access to customer service for $3 a month. **Page 28.**

ESPN's Nielsen ratings

Fourth quarter 1982 meter readings show the Entertainment and Sports Programming Network scored average prime-time ratings of 1.5-2. **Page 55.**

Comp wars

Turner's subscriber compensation plan triggers debate among ad-supported networks. Advocates call it a time-tested marketing tactic. Opponents condemn it as a bounty payment that hurts the industry and individual systems. Some officials suggest that a fight among networks is looming. A chart listing the compensation plans of various networks accompanies the article. **Page 61.**

Blizzard of bills

Cable-related legislation will proliferate this year in 46 state legislatures. National Cable Television Association is gearing up, urging industry leaders to establish political action committees. A chart accompanying the article shows what measures were introduced in state legislatures last year. **Page 65.**

About the cover

Camelback Cablevision (Storer), American (Times Mirror) and Western weave through Phoenix in what observers are calling the fastest build in the West. Illustration *by The Arizona Republic.*

This week in PLUS

A tale of two cities—Phoenix and Omaha. If Part One is "Double Indemnity," then Part Two is "The Big Gamble." In Phoenix, potential cable subscribers have the rare chance to choose between two cable systems. The City Council allowed both Camelback Cablevision (Storer) and American Cable (Times Mirror) to dig their ditches and hang their dual trunk down the same streets. While the two companies may not be wild about the arrangement, the people are thrilled. They're not getting any 110-channel marvel, but they're getting a very adequate 54 channels, and they're getting it fast. When Cox began to cable Omaha, it was on a big budget. The channel lineup includes most satellite services and eight premium channels, the system has extensive local access and local origination, a security business and is developing interactive programming. But will the investment pay off in the long run? **Pages 29-52.**

Government & law

Blizzard of bills

Number of cable-related measures expected to double in state legislatures

WASHINGTON—Legislatures in 46 states are gearing up now for what is certain to be the most active legislative session in history for the cable industry. The National Cable Television Association's office of state government relations estimates some 400 cable-related bills will be introduced in the various state assemblies in 1983, nearly double the 211 bills introduced during the course of 1982.

Jim Ewalt, director of NCTA's office of state government relations, said the major topics of discussion will include—on the positive side—apartment building access (*vis-a-vis* the *Loretto* decision), franchise renewal and theft of service. Last year, building access legislation was enacted in Florida, Illinois, Kansas, Minnesota and Virginia. Most of the building access laws proposed in 1982 were aimed at ensuring that landlords would not be able to block or unreasonably restrict cable access to apartment buildings. The *Loretto* decision, which to a large extent fomented the initiation of building access laws, held that cable systems cannot wire apartment complexes without "just compensation" being given for the use of the landlord's property.

Franchise renewal laws generally have set forth specific criteria to be applied in granting renewals, and most operators welcome the extra clarity.

On the negative side are such items as obscenity legislation and other program content regulations, as well as new tax laws and the prospect of local PUC regulation of cable.

"Last year, there were 19 state bills introduced which related to cable program content," said NCTA's Judith Hastings, assistant director for state government relations. "This year," she continued, "the state of Missouri has already had two separate bills pre-filed in this area." This is despite the difficulty of drafting such laws so as to comply with the appropriate Supreme Court obscenity rules. (See example, "Leading the week.")

One of the pre-filed Missouri measures would establish the misdemeanor of cable TV pornography and would define pornography as the exhibition or verbal description of patently offensive nudity, or "ultimate" sexual acts in violation of "contemporary community standards."

The other pre-filed obscenity bill in Missouri deals with "promoting" cable pornography, defined as distributing such material by wire or cable, knowing of the character and nature of that material. Such knowledge is presumed if the operator has "notice" of such material, whether or not he has actual knowledge of the program content prior to distribution. This second bill defines pornography as a "visual display" of patently offensive nudity, or ultimate sex acts "whether actual or simulated."

Another category to be watched, as always, will be taxation.

According to the Mid-America Cable TV Association, property tax valuation and assessment will continue to be issues in both Missouri and Kansas.

Mid-America also says the Oklahoma tax commission has proposed a 2 percent sales and use tax for set-top devices.

Florida and West Virginia are expected to have bills introduced to place cable within the jurisdiction of the state utility commissions. Said Ewalt, "In most cases, this sort of thing is just a revenue ploy. For example, the way things are structured in West Virginia, once a cable company is governed by the PUC, its tax rates are virtually doubled. It's simply a squeeze to get more revenue from operators."

Ewalt went on to point to efforts in California by cable operators to "even the field" and establish uniform regulatory guidelines for cable, SMATV, MDS and the other competing new technologies.

One other area to watch, and one on which the NCTA's office of state government relations is concentrating now, is the development of political action committees on the state level.

—Gary Witt

Cable legislation (listed by topic) introduced in the U.S. in 1982

	AL	AZ	CA	CO	CT	DE	FL	GA	HI	ID	IL	IN	IO	KS	KY	LA	MD	MA	MI	MN	MS	MO	NE	NJ	NY	RI	SD	UT	VT	VA	WA	WV	WI
Channel access			●		●										●			●					●			●							
Leased access			●															●															
Building access							●				●			●				●		●				●						●			
Easements																		●															
Franchise fees												●				●		●							●								
Franchise authority	●	●	●	●				●			●					●	●	●	●						●				●	●			
Franchise renewal			●															●															
Franchise requirements					●													●		●						●							
Franchising—other			●																														
Line extension					●																												
Media/newspaper cross-ownership																		●		●													
Telco/utility cross-ownership			●		●																												
Government ownership	●	●	●																	●			●	●			●						
Program content		●	●				●				●		●			●		●	●			●		●	●			●					
Pole attachments			●							●				●								●		●									
Rate regulation						●												●						●									
Rate deregulation			●																	●					●								
State/PUC regulation			●			●					●											●				●					●	●	
Misc. regulations			●		●										●				●						●	●							
Theft of service		●	●								●		●			●		●	●		●			●									
Sales tax			●		●								●			●				●		●		●							●		
Property tax					●																												
Use tax			●		●											●			●	●													
Taxes—other			●														●								●								
Privacy			●														●	●	●			●			●								●
Other			●		●	●			●			●					●	●	●			●		●	●					●	●		

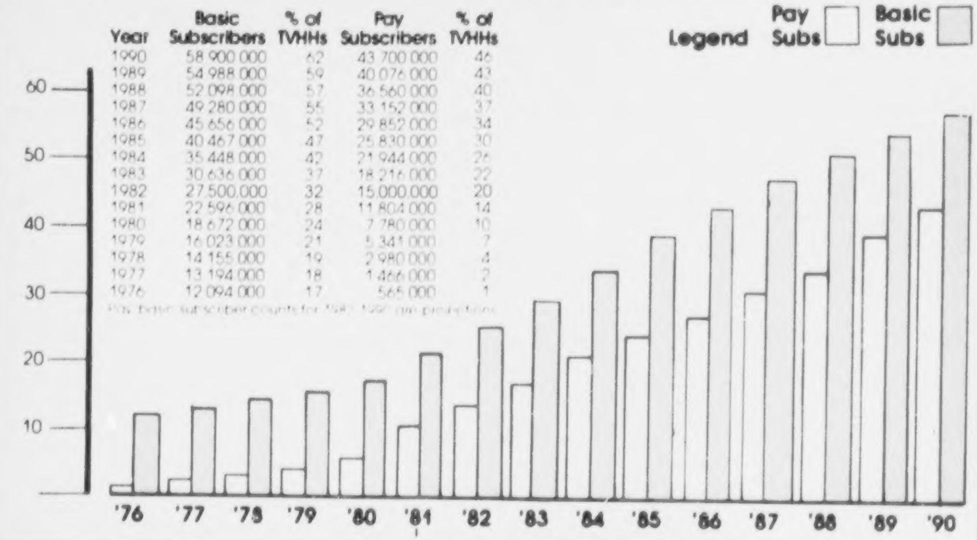
Source: National Cable Television Association
States not listed did not introduce specific cable legislation in 1982.

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	27.500.000	32	15.000.000	20
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay basic subscriber counts for 1983-1990 are projections



Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Programming producers

The following companies produce programming for cable and commercial broadcast television, or exclusively for cable. When available, the titles of recent productions and examples of programs under development have been included. The list will be continued in next week's issue of CableVision.

Alan Belkin Productions
148 S. Beverly Drive
Suite 200
Beverly Hills, Calif. 90212
(213) 276-4065
Personnel: Alan Belkin, president, exec. producer
Description: Produces programs for cable and broadcast as well as movies for the motion picture industry. Just Rewards, a half hour mystery series features Hitchcock-type twists. What's it Like is a half-hour series of human interest stories about unique careers. Going Home brings famous Americans back to their hometown roots. For broadcast, Belkin produces China Clipper, based on the first trans-Pacific flight of the plane, its disappearance and its relation to events leading to Pearl Harbor and WW I.

Alan Landsburg Productions
1554 S. Sepulveda Blvd
Los Angeles, Calif. 90025
(213) 473-9641
Description: Provides programming for broadcast and cable television

Alvin H. Perlmutter Inc.
31 W. 57th St.
New York, N.Y. 10020
(212) 935-2555
Personnel: Alvin Perlmutter, president
Description: Provides programming for cable television and broadcast TV

Amberley Productions
8660 Lynnehaven Drive
Cincinnati, Ohio 45236
(513) 984-8833
Personnel: Ahron Leichtman, president
Description: Communications consulting specializing in: TV & motion picture productions, TV & motion picture writing, production of industrial films and commercials, cable TV programming consultation

Anthony Associates
P.O. Box 4047
Saint Albans, W.V. 25177
(304) 722-5383
Personnel: Harry Anthony, president and general manager; Claudia Fisher, vice president; Jim Thomas, sales manager
Description: Local TV productions—sports, religion, legal, commercial, industrial, video editing, on-location capabilities, dubbing, programming consultants, local, national, satellite, marketing, advertising and promotions

Atlantic Richfield/ARCO
515 S. Flower St.
Los Angeles, Calif. 90052
(213) 486-2740
Description: Programming including Energy Update, a 20-minute free electronic news magazine provided for cable television

Automart
136 U.S. Hwy 1
P.O. Box 14006
West Palm Beach, Fla. 33408
(305) 844-2578
Personnel: Gary Brown, president; Stephen Spalter, vice president
Description: A locally produced shopping program that showcases cars, boats, trucks, motorcycles and almost anything else with wheels made for cable television

Bardon & Associates
4421 Via Pavion
Palos Verdes Peninsula, Calif. 90274
(213) 378-3633
Personnel: Charlotte Parker, marketing manager
Description: Produces The Picture of Health, a daily half-hour show with news-magazine format. Co-hosts are Don Chelew and Barbara Herlocker. Appears on cable's SHN

Barry & Enright Productions
1888 Century Park E.
Los Angeles, Calif. 90067
(213) 277-3414
Personnel: Jack Barry, exec. producer; Dan Enright, exec. producer
Description: Production completed in Nov. 1982 of Nipsey Russell's Juvenile Jury, a 20-episode series for BET where kids give advice to kids. Plan future productions

Bergman-Harris Production
850 Seventh Ave.
New York, N.Y. 10019
(212) 757-7921
Personnel: Paul Harris, producer; David Bergman, producer
Description: Produces for cable, STV and broadcast television. Some programs include It's Rock & Roll, The Playboy Follies and Now Showing

Best Film & Video Corp.
98 Cuttermill Rd.
Suite 336
Great Neck, N.Y. 11021
(516) 487-4515
Personnel: Roy Winnick, president
Description: Completed production of Celebrity Cooking, a Las Vegas how-to show for pay or basic cable. In production of Heroes, a documentary series based on true life stories of everyday people, also for cable. Several other projects are under production for cable TV

Bestvision Inc.
5540 W. Glendale Ave.
#C106
Glendale, Ariz. 85301
(602) 931-9157
Personnel: Robert Brown, president; Walter Baxter, vice president; William Ewing, vice president, Western region; Robert Sewak, vice president, Eastern region
Description: Produces programming, marketing and construction services for CATV

Bill Burrud Productions
1100 S. LaBrea Ave.
Los Angeles, Calif. 90019
(213) 937-0300
Personnel: John Burrud, producer
Description: Producer for broadcast television and cable. Programs include The Amazing World Special and Animal World

Blue Marble Co.
40 W. 57th St.
New York, N.Y. 10019
(212) 541-8305
Personnel: Dale Glickman, producer
Description: Programs under production include Witches Sister, a 70-minute children's program; Do Me A Favor, Don't Vote for My Mom, 50 minutes; and These are the Good Old Days, a 20-minute public service light drama. All are for cable television

Bob Stewart Productions
250 W. 57th St.
New York, N.Y. 10019
(212) 977-7610
Personnel: Bob Stewart, exec. producer; Anne Marie Schmitt, producer
Description: Independent program producer for cable and commercial TV

Bonneville Productions
130 Social Hall Ave.
Salt Lake City, Utah 84111
(801) 237-2334
Personnel: Merrill Dimick, internat'l dir.
Description: Provides programming to cable systems, both complete recorded productions and live programming

Brandman Productions Inc.
2062 N. Vine St.
Los Angeles, Calif. 90068
(213) 463-3224
Description: Production organization which since 1977 has provided HBO with between six and eight Standing Room Only special programs

CNB-TV
49 E. 68th St.
New York, N.Y. 10021
(212) 794-3260
Personnel: Thomas Kennedy, exec. dir.; Susan Sammon, dir. of oper.; Pat Ruggion, dir. of devel.
Description: Offer television studio production, television field production, TV post-production, satellite transmission, cable distribution and telethons

Cable Films
Country Club Station
Country Club Village, Kansas City, Mo. 64113
(913) 362-8375
Personnel: Herbert Miller, president; Todd Randall, oper. manager
Description: Provides motion pictures, newsreels, documentaries and adult programming to stand-alone systems, pay cable and local origination channels. All programming available in all formats: 1" videotape, 16mm film, ¾" U-Matic cassettes and ½" VHS or BETA. Complete inventory of 250 motion pictures available to foreign markets in PAL, SECAM or NTSC videotape formats. Marketing and advertising assistance plus duplication facilities are also available

Capricorn Entertainment
10520 Magnolia Blvd.
North Hollywood, Calif. 91601
(213) 760-7874
Personnel: Don Azars, president; Andy Belling, exec. vice president
Description: Produces for any media. Representative programs include Spotlight Preview, Hollywood International and Crisis Counseler (for Cable Health Network)

Centerpoint Productions
3575 Cahuenga Blvd. W.
#455
Los Angeles, Calif. 90068
(213) 850-1250
Personnel: Jim Rich, vice president cable/exec. prod.
Description: Produces variety programs for cable, including a yoga special with MCA Universal Disk and Cassette, and a set of six miniseries with a comic theme

Charisma Productions
440 S. Federal Hwy.
#9C
Deerfield Beach, Fla. 33441
(305) 426-8228
Personnel: Kay Olson, president
Description: Independent program producer and distributor of independent film & video projects to cable and foreign markets. SPN premiered Inside Golf, a nine-week series in summer of 1982. Tennis Anyone?, a 13-week sports instruction show, has been aired. Cosmic Rock is a weekly rock series highlighting new talent for SPN. Other programs are in production

Chester Producing Corp., The
8307 W. 4th St.
Los Angeles, Calif. 90048
(213) 665-6983
Personnel: Lewis Chester, president, exec. producer
Description: Produces variety shows with mass appeal. Plans dramatic anthology in the future. Some productions include Crystal Gayle in Concert and Red Skelton's Funny Faces Part III

- Showtime and Movie Channel partner up
- Study highlights overseas investment opportunities
- Anti-copyright spot on WTBS draws MPAA fire
- Campaign to hook up Madison Avenue

CableVision

The news and features weekly of the cable television industry January 24, 1983 $3.00

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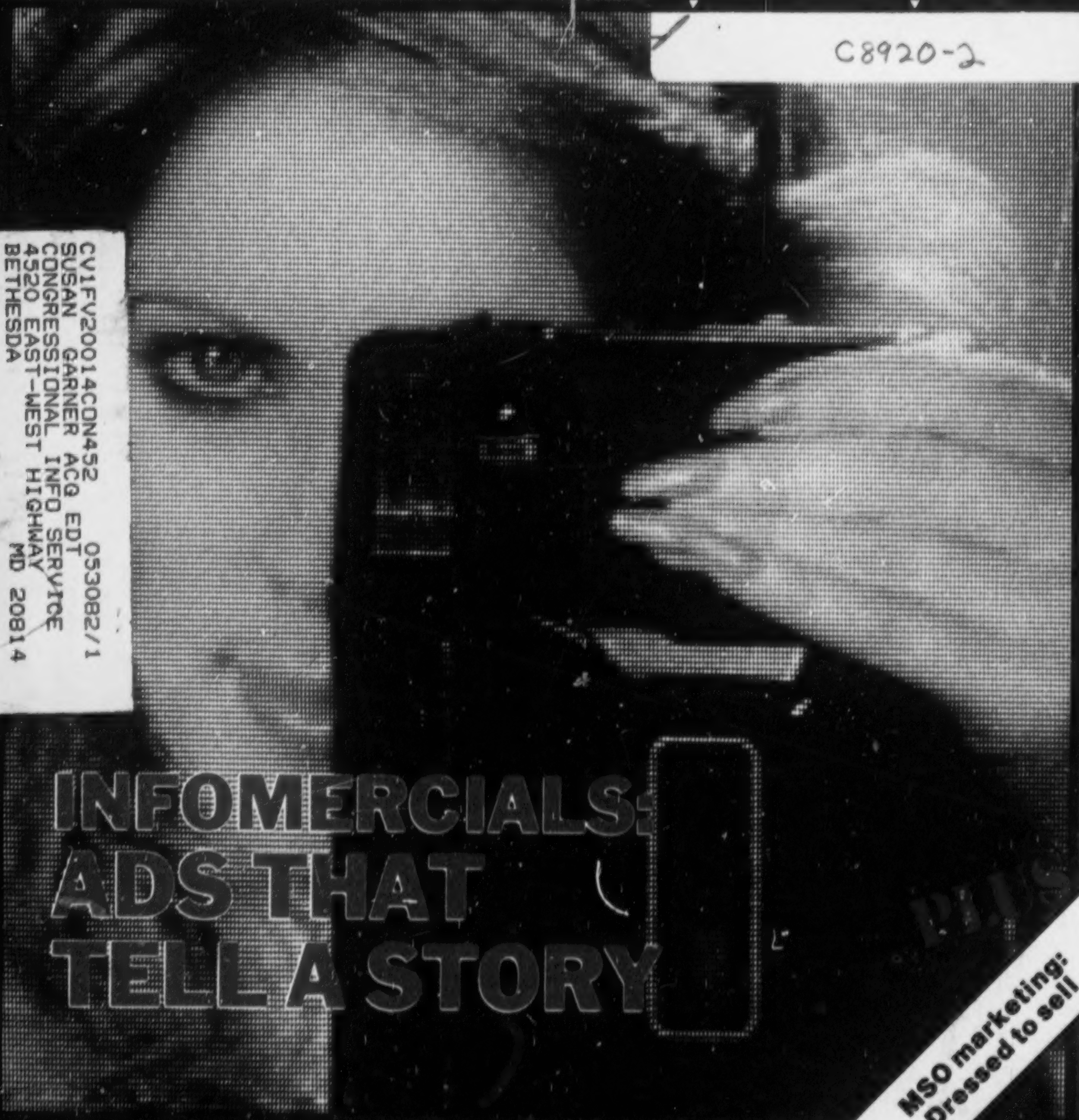

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INFOMERCIALS: ADS THAT TELL A STORY

PLUS

MSO marketing: Dressed to sell

CableVision January 24, 1983. Volume 8, Number 20

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Pat Porto,
The Reynolds Wrap
Kitchens

Reynolds Wrap infomercial

Showtime, Movie Channel partner up

Three leading movie studios—Paramount, Universal and Warner Bros.—agree in principle to join with Viacom and American Express in owning Showtime and The Movie Channel, the second- and third-ranked pay services. Terms of the agreement put Amex's interest at about 10 percent; the others will hold about 23 percent interest each. Management at each 24-hour-a-day service will remain separate. **Leading the week, pages 15-19.**

Showtime scrambling

The service will introduce a highly secure digitally encoded signal in mid-1984 to curb growing theft of its signal by homeowners and apartment landlords and tenants. Showtime will "employ new technology not yet in use anywhere," spokesmen say. Also, Showtime will introduce six new services, to be announced. **Leading the week, pages 15-19.**

Scouting overseas

Cable penetration in Western Europe could grow from 7 to 25 percent, or 30 million homes, by 1990, according to a six-month, $500,000 study conducted by a London-based firm. **Leading the week, pages 15-19.**

HBO film shorts cut

Home Box Office, will no longer buy intermission films more than 10 minutes in length. Independent filmmakers are disappointed, but still praise HBO's Intermission Department for its support. **Page 23.**

TMC preview goes national

Potential subscriber base is now large enough to support a break from local free previews, executives say. Films to be previewed Jan. 21-23 are *Superman II*, *Urban Cowboy*, *Eyewitness* and *Rollover*. **Page 55.**

Chicago negotiations begin

City Council followed the recommendations of its consultant, Finance Committee and a number of other organizations and analysts and awarded first negotiating rights to Group W. Cablevision, Chicago Cable and Continental. Negotiations began immediately so that contracts may be signed in 60 days. **Page 57.**

Cable on Madison Ave.

Manhattan Cable, in an attempt to build cable advertising sales, intends to wire Madison Avenue in the next 12 months. But the $500,000 project requires support among the 78 top-100 ad firms on the avenue to succeed. However, some ad agencies say there is neither the time nor the need for cable viewing in their offices. **Page 57.**

Editorial enrages MPAA

NCTA President Tom Wheeler's videotaped address to WTBS viewers criticizing CRT copyright royalty rates may have violated FCC rules prohibiting use of broadcast facilities for private gain, the MPAA contends. **Page 68.**

About the cover

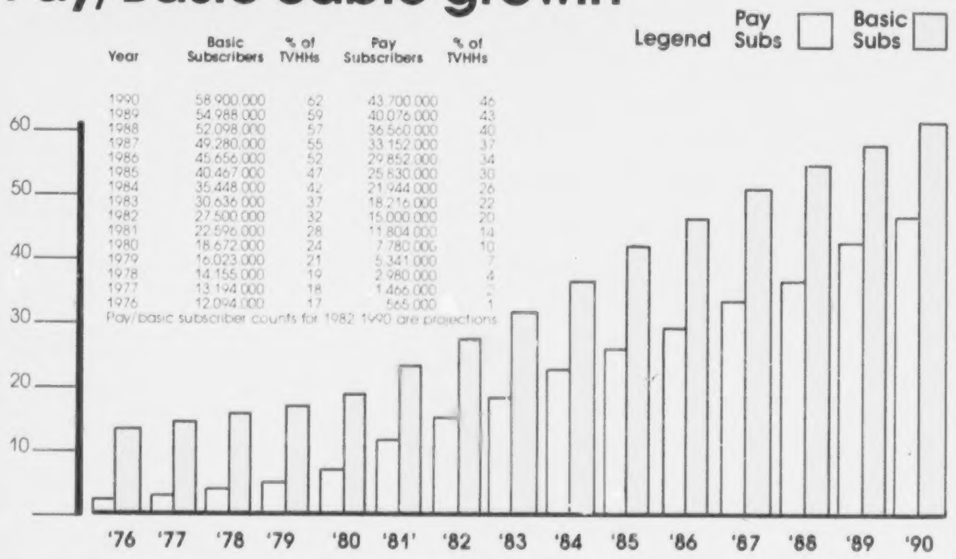
An actress demonstrates use of a camera on a Kodak infomercial, photographed from Daniels & Associates equipment by Rob Stuehrk.

This week in PLUS

They're called infomercials, adfomercials, announcements, long-form messages. No one seems able to agree on the name, but everyone agrees that these longer, information-oriented commercials could turn into big business for cable—that is, once a few hurdles can be overcome. The CableShop, Adams-Russells' Peabody, Mass., experiment, has proved more successful than expected for both the service and the advertisers. But at the same time, Hearst/ABC is having less luck with the long-forms, and what will become of UTV's experiment still remains to be seen. The real question boils down to whether advertisers accustomed to short, snappy jingles and hard-sell tactics will be able to get comfortable with the new format . . . It's all in the image. MSOs and systems find as they turn their focus to the local level. Marketing campaigns now go beyond Toys For Tots. Mailings to subscribers and advertising in print and on radio—with the system or MSO prominently mentioned—are becoming more common. Local programming geared to each area helps subscribers see the company as more than a big, nameless conglomerate. The days of the invisible MSO may truly be numbered. Pages 31-54.

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27.500.000	32	15.000.000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982 1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Programming producers

The following companies produce programming for cable and commercial broadcast television, or exclusively for cable. When available, the titles of recent productions and examples of programs under development have been included

Marvel Productions
387 Park Ave
New York N.Y. 10016
(212) 696-0808
Personnel Nancy Golden cable contact
Description Producer of programming for cable television

Maverick Pictures International Inc
6253 Hollywood Blvd
#315
Hollywood Calif 90028
(263) 468-9889
Personnel John Carr president Evelyn Augustus admin assistant Jef Lichorst creative coordinator Alan Mandell client services
Description Motion picture features for cablecast and video

Merv Griffin Productions
1541 N. Vine Street
Hollywood Calif 90028
(213) 461-4701
Personnel Merv Griffin owner Murray Schwartz president Bob Murphy executive vice president Ross Eastty executive vice president Jeff Ross vice president of sales
Description Produces The Merv Griffin Show for syndication Wheel of Fortune and Dance Fever for all broadcast television Also plans productions for cable television

Metro-Goldwyn-Mayer Film Co
10202 W. Washington Blvd
Culver City Calif 90230
(213) 558-5000
Description Motion pictures and other filmed entertainment for exhibition on cable television systems

Metromedia Producers Corp
5746 Sunset Blvd
Metromedia Square
Hollywood Calif 90028
(213) 462-7111
Personnel Jim Phillis director cable marketing
Description Producers of programming for cable and broadcast television

Michael Townsend Enterprises
P.O. Box 486
Park Forest Ill 60466
(312) 481-1566
Personnel Michael Townsend president
Description Produces program entitled Spotlight on Human Services and distributes it to cable systems

Moonlight Production
2029 Century Park E
Los Angeles Calif 90067
(213) 552-9455
Personnel Frank Von Zernick president Robert Greenwald vice president
Description Producer of programming for cable television

Multi Cultural Children's Television
1855 Folsom St
San Francisco Calif 94103
(800) 227-3995
Personnel Donna Lloyd-Kolkin project director Pearl Howell Banks director Stanley Chow director Debra Lieberman marketing specialist Lionel Dickey promo representative Reggie Helms promo representative Ruby Hondras-Hewitt promo representative Leslie Lombre promo representative
Description 28 entertainment series for children teens and families are available to broadcasters and cablecasters for only $25.00 per half-hour episode The series comprise 800 half-hours of programming including drama comedy animation docu-dramas and magazine shows Top stars appear including Stevie Wonder Bette Midler Maria Tallchief Rita Moreno Reggie Jackson Esther Rolle Mako Ricardo Montalban Al Jarreau and many more

Multilingual Television (Toronto) Ltd
545 Lakeshore Blvd West
Channel 47
Toronto Ont M8V 1A3
(416) 593-4747
Personnel Dan Iannuzzi president
Description Produces various multilanguage programs between 1/2 and 1 hour weekly

Murdock Productions Inc
400 Oak St Vernon Manor Hotel
#E3
Cincinnati Ohio 45219
(513) 871-4667
Personnel Charles Murdock president
Description Produces programming for cable and broadcast television

NBC Enterprises
30 Rockefeller Plaza
#4120
New York N.Y. 10020
(212) 664-6220
Personnel Jay Garfinkel Director prog/devel/prod Wes Elliot director sales
Description Independent program producer

NYT Productions
200 Park Ave
New York N.Y. 10017
(212) 972-1070
Personnel Edward Harbert president
Description Independent program producer

New Earth Television Worksystem Ltd
P.O. Box 1281
Santa Cruz Calif 95061
(213) 569-8934
Personnel Taylor Barcroft president
Description Programming service of how-to-do-it documentary feature news content directed toward quality of life-minded individuals Particular emphasis is given to innovations such as renewable energy nutritional health care personal computers home video new shelter organic agriculture space industrialization positive psychology human development environmental quality new transportation water management and other practical matters Satellite distribution for recording and playback at time on your system or cassette distribution if you prefer advertising-supported local availabilities in each segment substantial cross-promotion program to ensure audience details available upon request

The Newmarket Organization Inc
111 Eighth Ave #1517
New York N.Y. 10011
(212) 691-6285
Personnel Joel Berger president
Description Programming supplier/marketing consultant

Nicholson Muir Productions
1890 Palmer Ave
Larchmont N.Y. 10538
(914) 834-3005
Personnel Roger Muir president
Description Independent program producer

Nova Communications
1717 37th St N.W
Washington D.C. 20007
(202) 298-9107
Personnel Melanie Donahoe president
Description Program producer for cable television

Official Films Inc
6 E 45th St
New York N.Y. 10017
(212) 687-8470
Description Specializing in syndicated half-hour programming

One Pass Inc
One China Basin Bldg
San Francisco Calif 94107
(415) 777-5777
Personnel Steve Michaelson president Taylor Phelps vice president Jim Spalding vice president Tom Werner vice president Don Mack sales manager
Description Program distribution and production distribution of features film and video production and post-production for commercial corporate and independent producers Film-to-tape transfers

Opryland Productions
2802 Opryland Dr
Nashville Tenn 37214
(615) 889-6600
Personnel David Hall general manager of Opryland
Description Producer specializing in cable television programming

Phoenix/BFA Films and Video
468 Park Ave S
New York N.Y. 10016
(212) 684-5910
Personnel Heinz Gelles president Barbara Bryant vice president Sandy Mandelberger director TV sales Robert Dunlap national sales director
Description Distributors of independent film and video productions of all lengths genres and subject areas available for domestic or foreign television leasing

Pierre Cossette Productions Inc
8899 Beverly Blvd
Los Angeles Calif 90048
(213) 278-3366
Personnel Richard Melcombe — cable contact Phillip Browning executive of development Dee Brantlinger executive of development
Description Producer of the The Glen Campbell Music Show for broadcast media Other programs for cable and broadcast in planning

Post-Newsweek Video
487/444 Madison Ave
New York N.Y. 10022
(212) 308-1170
Personnel Alan Perris president Madelyn Goldeberg executive vice president Bernie Shusman vice president/executive producer Al Goldstein senior producer
Description Independent program producer

Power/Rector Productions
500 Eighth St #1001
San Francisco Calif 94103
(415) 553-2180
Personnel Richard Rector president
Description Independent program producers

Producer Services Group Inc
100 Winchester St
Brookline Mass 02146
(617) 277-7162
Personnel Louis Rosen president Robert Odell vice president
Description Produce feature films entertainment specials series documentaries short subjects made for TV drama

Pyramid Film and Video
P.O. Box 1048
Santa Monica Calif 90406
(213) 829-3252
Personnel Jim Bochneack cable manager
Description Producer of a variety of programming for cable television

RKO/Nederlander Production
1440 Broadway

- Bankers' Roundtable: Lenders view the risks
- M/A-COM to supply HBO's scrambling devices
- Oak reorganizes to keep costs in check
- ESPN gradually to boost affiliate payments

CableVision

The news and features weekly of the cable television industry™ January 31, 1983 $3.00

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GILLILAND'S CHALLENGE: the systems side of cable

PLUS American MSOs overseas

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Warner buys into Pirates

Warner Communications agreed to buy 48 percent of the Pittsburgh Pirates. The deal could increase the number of Pirates games on Warner's Pittsburgh system. **Leading the week, pages 15-20.**

Betamax goes to D.C.

U.S. Supreme Court justices listened to arguments from attorneys for Sony, Universal Studios and Walt Disney to determine whether home videocassette recorders across the U.S. are in violation of federal copyright law. **Leading the week, pages 15-20.**

Oak cuts losses

Oak Industries reassigned senior-level management officials and laid off 30 of its 13,000 employees in an attempt to curb declining profits. **Leading the week, pages 15-20.**

Doomsday watch

United Video declares March 15, the day higher copyright royalty rates take effect, as a doomsday for distant signals. **Leading the week, pages 15-20.**

Disney on TCI

Tele-Communications Inc., the nation's largest MSO, will carry The Disney Channel on 174 of its systems when the pay service launches in April. **Leading the week, pages 15-20.**

Big show down in Texas

Exhibitors will number 193 at the 23rd Annual Texas Cable TV and Trade Show Feb. 2-4 in San Antonio, an exhibitor- and operator-oriented event that last year attracted 187 exhibitors. **Leading the week, pages 15-20.**

ESPN ups carriage payment

Entertainment and Sports Programming Network, which recently abandoned network compensation to affiliates as a means to improve an ailing short-term bottom line, announced an increase in its carriage payment system. Initially, most of its 5,052 affiliates won't be affected. **Leading the week, pages 15-20.**

Bridging the Pacific

TeleJapan's *Beyond The Horizon,* to debut Feb. 6 on CBN Cable Network, is a two-hour look at Japanese culture and lifestyles for wary, curious U.S. viewers. **Page 27.**

Why cable reps are smiling

Local cable advertising in 1982 totaled $35 million, or 16 percent of the year's $218 million in total cable ad expenditures. National spot cable—sale of local availabilities on satellite networks to national advertisers—totaled $7 million. **Page 55.**

Bankers' roundtable

CableVision moderates a roundtable discussion of cable's short- and long-term prospects among four major cable lenders—Bankers Trust, Chemical Bank, National Bank of North America and First National Bank of Boston. **Page 57.**

Miami obscenity ordinance

With little fanfare and no opposition from the local cable operator, the Miami City Council outlawed "obscene or indecent material" on cable. The prohibition, to be effective Feb. 12, is expected to be challenged in light of a recent Utah court's decision declaring a comparable ordinance unconstitutional. **Page 69.**

About the cover

Gill Management Services, guided by William Cavanaugh, Dick LaPorte and Allen Gilliland III, will challenge 19-year-old CableData in cable services. Photo by Randy Olson.

This week in PLUS

Meet the people at Gill Management Services, the latest in a line of innovative endeavors spawned by the Gilliland family of San Jose, Calif. Al Gilliland Sr. set the pace with a successful bakery business and pioneer broadcasting station. His son built one of the cable industry's leading systems. Now Allen Gilliland III is one of the three principles in GMS, a computerized record-keeping service for cable operators. . . Overseas is the new frontier for MSOs seeking uncabled turf. And for programmers, the Europeans constitute a hungry audience. . . The establishment press and electronic media: a profitable partnership or merely wishful thinking? The American Newspaper Publishers Association is looking for answers. **Pages 31-54.**

Foreign relations

The Old World is new territory for cable—and American MSOs are wasting no time exploring the possibilities

By Gary Rothbart

If Horace Greeley were a cable television consultant alive today, he would tell his American MSO clients: "Go overseas, young man!"

The rest of the world—particularly Western Europe—is discovering the possibilities for cable television. The trend may open the door for great expansion possibilities for American companies with the operating experience foreign firms lack.

Cox Cable Communications and Tele-Communications Inc. have already taken the plunge while others are sticking their toes in the water.

"By 1990, the majority of cable television subscribers will live outside the United States," predicted Craig Startt, vice president of international operations at Cox. "The industry leaders will be international, not American companies."

Startt pointed out that 20 to 30 new satellites are scheduled to be launched before the end of the decade.

"The satellite footprint knows no national boundaries," added Willard Block, president of Viacom World Wide.

Industry observers believe the next cable frontier will be Western Europe, beginning with the United Kingdom.

"It is not a question of whether cable is coming to Europe. It is a question of when or how cable is coming to Europe," said Patrick Whitten, joint managing director of Communications & Information Technology Research Ltd., a London-based market research firm that has studied the possibilities for cable television in Western Europe.

The firm makes the following predictions:

- Western European cable revenues could grow from $1.5 billion to $5 billion by the end of the decade (compared with the growth from $5 billion to $18 billion that some analysts predict for the American cable industry over the same period);
- Penetration of the area's 120

million television households could grow from 7 percent to about 25 percent by 1990;

- Capital expenditures in Western European cable television markets could exceed $1.5 billion a year by 1988.

American cable equipment manufacturers have recognized the coming explosion in Europe for years. Oak Industries has a joint venture with Racal, Eagle Comtronics has a partnership with Siemens, and Scientific-Atlanta just announced a cooperative venture with Plessey Co., to cite just a few.

The sector of the cable industry with perhaps the greatest opportunity in Europe is programming. Time Inc. and Viacom are looking at the market.

Most European countries have only one government licensed television channel, which doesn't broadcast the entire day. Some exceptions are Austria, which has two, and Belgium and the United Kingdom, both of which have four. When multichannel broadband cable systems are built, operators will be looking for something to put on the expanded bandwidth.

"European governments are taking the position that it makes sense to put in the cable now, pay for it with entertainment programming and develop the more attractive interactive applications in the 1990s," explained Stephen Connell, CIT Research chairman.

Cautious steps

Observers say that American participation in cable projects overseas is likely to come in the form of joint ventures, not sole ownership by Americans.

"I don't think there will be too many American cable companies going overseas," predicted Viacom's Block. "It is a sensitive area. There are different government regulations, different currencies, different languages.

"It is always a little dicey. You are leaving your company in the hands of foreign nationals," Block said.

Cable operators must be familiar with—or have employees or partners who are familiar with—local politics, the state of the regional economy and cultural trends.

There are other obstacles that have to be overcome before success can be achieved. Direct broadcast satellite is a threat; it can cover nearly all of Western Europe with a single footprint. There is opposition within the government from broadcast interests, who feel threatened by multichannel capabilities of cable. A third hurdle is the prevalent practice of turning over design, construction and operations of cable systems to telephone companies and utilities. Most of the cable systems in Western Europe are small—the majority serve fewer than 50 subscribers each—and are owned by local public utilities.

> *'It's not a question of whether cable is coming to Europe. It's a question of when and how cable is coming to Europe.'*
>
> *Patrick Whitten,*
> *joint managing director,*
> *Communications & Information*
> *Technology Research Ltd.*

"Cable companies will have to devise a way of coalescing systems in order to make them commercially viable," Connell said.

"The national telephone administrations are worried that cable is a thin-ended wedge," Connell said. They fear that "if you allow cable to deliver entertainment services, then the cable industry will want to get into data services and other areas run by the telephone administration."

Cox's 8-year-old joint venture with local partners in Denmark has had favorable results, according to Startt. The partnership operates many systems totaling 80,000 subscribers.

"It is not as risky as it sounds," explained Startt. "You can quantify the risk before you get involved. You stay away from certain countries. We look for countries that have a history of financial stability and accommodating foreign investment."

For instance, the French government wants cable to develop in its country, but without foreign involvement in the creation of either programming or equipment, Whitten said.

With "not a sizeable investment," Cox has used the Danish project as an introduction to working in a foreign market and as "a sounding board for us to tune into developments in Europe," Startt said.

In the last two years, Cox has also given "active attention" to potential deals in South America, other European countries and Australia, he said.

"I think the development of cable is most imminent in the United Kingdom," Startt said. "We are close to an agreement with a consortium of nationals there and in Australia."

Great expectations

The cabling of Western Europe isn't a market-driven phenomenon, but a government-inspired development, Whitten said. And the governments are looking for state-of-the-art, multichannel, interactive and addressable cable systems.

"The international community wants 1986 systems in 1986, not 1972 systems in 1986," Startt said.

Whitten adds that Western European systems will rely more on optical fiber than copper coaxial cable and the star signal distribution configuration, rather than the tree and branch layouts that are prevalent in the United States.

Connell said Western European governments are pushing the star configurations because it is more conducive to interactive services, and optical cable because it would stimulate the region's optical fiber industry.

"It has more to do with jobs and national pride," added Alan Morris, joint managing director of CIT Research.

But the star configuration, while useful, is not inexpensive. Connell figures the cost per household of laying traditional tree and branch copper coaxial would be an average of $300. Construction of the star configuration with optical cable could cost as much as $1,600 per household, he said.

Cable growth projections: all Western Europe

	Optimistic						Pessimistic					
	1982	1984	1986	1988	1990	1992	1982	1984	1986	1988	1990	1992
Number of households (millions)	119.0	120.1	121.2	122.35	123.5	124.65	119	120.1	121.2	122.35	123.5	124.65
Percentage of households linked to cable	7	10	13	17	22	27	7	9	10	11	13	16
Percentage of households subscribing to multi-channel cable												
• Basic service		2.5	8	14	19	24			1	4	9	13
• Premium service		2	7	12	16	21			1	3	8	12
• Interactive/special applications			.5	1.5	3.5	6.5					2	3
Annual estimated capital expenditure (millions of $)		875	1415	1615	1535	1570		70	335	785	1375	1065
Annual estimated subscriber revenue (millions of $)		505	1535	2665	3610	4690		35	225	725	1795	2580
Annual estimated advertising revenue (millions of $)		65	285	600	970	1365			15	90	305	540

Source: Communications & Information Technology Research Ltd.

Financial boost

European governments look at interactive cable communications as a salvation to their lagging economies, Connell said.

"There are really two arguments here," according to the summary of the CIT Research report. "First, that the whole process of laying cable and construction, together with the provisions of electronic and other equipment, will generate major investment, which in turn will provide jobs and stimulate activity in important industrial sectors.

"Second, the benefits are seen more widely in terms of programming, encouraging new services, and in the whole field of information and education."

The governments of Western Europe are more attuned to the concept of cable being more than just television. "It should be the railways of post-industrial society," Whitten said.

Startt added, "The world will be a cable communications market, not a cable television market, as it is in the United States."

Tele-Communications Inc. has taken a different approach to the overseas market. Paul Alden, vice president of new market development at TCI, explained that while TCI was pursuing the Miami, Fla., franchise, company officials were approached by businessmen in the Dominican Republic to build a system there.

"The proposal has very intriguing densities," said Peter Barton, TCI executive assistant to the president. Alden said the system, which has the potential for 40,000 homes passed, ranges in density from 180 homes per mile to 250 homes per mile.

TCI has invested $3 million in the 50 percent ownership and its expertise in guiding local labor force in construction and operation of the 12-channel system.

So far, TCI has had to overcome obstacles in acquiring the right to use domestic satellites through the Intelsat treaty, Alden said.

TCI is also contending with a theft of signal and competition problem. While TCI has 75 miles of plant in place, another unlicensed operator has 25 miles of plant in Santo Domingo, Alden said.

"Otherwise, it is not much different than operating in Minot, North Dakota," Barton quipped.

Alden said the Dominican Republic project is part of TCI's search for new opportunities for expansion abroad. Other arrangements are in the negotiation stage in other Caribbean islands and South America.

Group W Cable is another American MSO that has been approached by overseas investors in an attempt to lure Group W's experience and expertise into the foreign market. Norval Reece, Group W vice president for government affairs, said the company has received 15 to 20 inquiries in the past two years from investors in Europe, Asia, the Far East and South America.

At Viacom, top officials formed a new division, Viacom World Wide, in June with the specific task of developing and expanding Viacom's international business.

In July, Viacom World Wide formed a joint venture with Mainichi Newspapers, Sports Nippon and Tokyo Broadcasting Co. to develop teletext services.

But Viacom World Wide has struck no deals just yet in the cable television markets overseas.

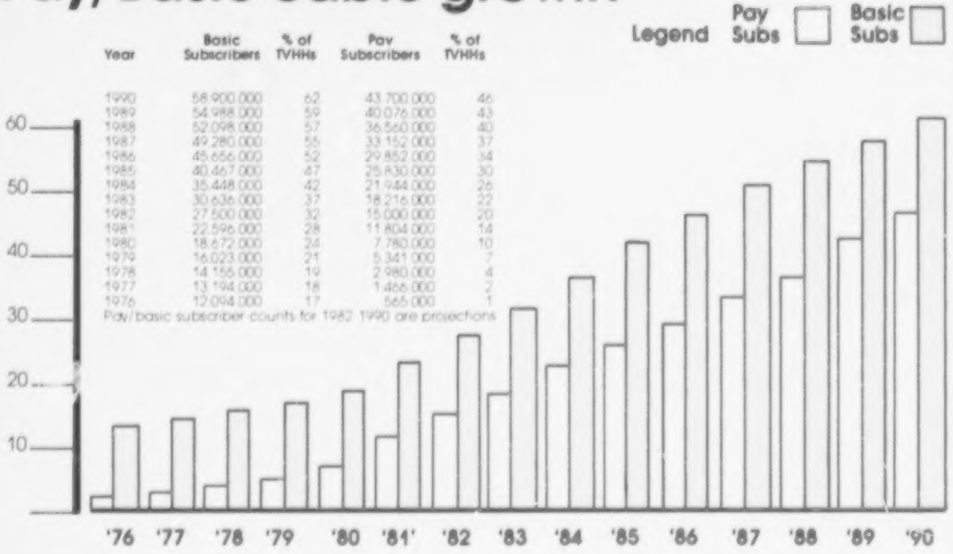
"We have a verticality of experience in satellite programming and operations that many investors might find useful," Block said. "The real question is where does a company perceive its strategic interests?"

As the opportunities overseas become more focused, Viacom, Group W, TCI and Cox—as well as other leading American MSOs—are likely to be doing more hard soul-searching about their international futures.■

> *'The satellite footprint knows no boundaries.'*
>
> *Willard Block,*
> *president,*
> *Viacom World Wide*

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27.500.000	32	15.000.000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982 1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 11/82	% change in subs from 1/82
AC/SN The Learning Channel	306	2.322.366	+8.0	+68.1
Alpha Repertory Television Service (ARTS)[1]	1.725	8.000.000	N.C.	+29.0
Black Entertainment Television (BET)	168	3.000.000	+30.0	+51.6
Cable Health Network (CHN)[2]	715	6.900.000	+48.3	+68.3
Cable News Network (CNN)	3.050	17.493.000	+5.0	+63.9
CNN Headline News	360	2.525.000	+12.4	+223.7
Cable Satellite Public Affairs Network (C-SPAN)	1.000	11.000.000(11/82)	N.A.	+4.7
CBN Cable Network	3.480	19.577.400	+5.2	+33.1
Daytime[3]	566	7.500.000	+4.1	+78.5
Dow Jones Cable News[4]	80	850.000	+13.3	+58.8
Electronic Program Guide (EPG)[5]	75	1.109.464	+26.8	+269.8
Entertainment and Sports Programming Network (ESPN)	5.052	20.343.328	+2.7	+49.4
Eternal Word Television Network (EWTN)	54	782.543	+28.0	+160.8
Financial News Network (FNN)[6]	749	7.600.000	+11.3	N.A.
Modern Satellite Network (MSN)*	433	7.138.664	+5.9	+74.1
Music Television (MTV)	1.200	8.600.000	+19.4	+244.0
National Christian Network	76	1.256.241	+1.0	+318.9
National Jewish Television (NJT)	108	2.312.050	+2.4	+42.1
Nickelodeon[7]	2.160	10.000.000	+5.2	+61.2
North American Newstime/The Travel Channel[8]	114	876.000(7/82)	N.A.	N.C.
PTL Television Network	600	6.500.000(10/82)	N.A.	+54.7
Reuters News View[9]	308	3.500.000	+12.5	7.8
Satellite News Channel I[10]	550	5.400.000(11/82)	N.A.	+107.6
Satellite Program Network (SPN)	385	5.300.000	+1.9	+51.0
SIN Television Network[11]	199	25.531.400(11/82)	N.A.	+19.6
Trinity Broadcasting Network	235	2.300.000(11/82)	N.A.	+80.8
USA Network	3.000	15.000.000	+15.3	+57.8
The Weather Channel(TWC)[12]	711	7.125.000	+1.7	+58.3
WGN	3.739	9.535.941	9.1	+26.3
WOR	715	4.499.234	+0.9	-2.3
WTBS	4.913	24.990.000	+3.4	+39.2
Satellite-fed basic audio services				
Lifestyle	105	1.000.000(10/82)	N.A.	+233.3
WFMT	168	912.997	0.4	+40.6
Satellite-fed pay services				
Bravo	51	88.152(11/82)	+11.4	+87.5
Cinemax[13]	1.600	2.000.000	N.C.	+185.7
The Entertainment Channel (TEC)	50	45.500(11/82)	N.A.	N.A.
EROS[14]	18	40.000(11/82)	N.A.	+6.0
GalaVision	160	120.000(10/82)	N.A.	+30.4
Home Box Office[13]	4.400	11.000.000	N.C.	+37.5
Home Theater Network Plus (HTN)[15]	260	155.000	N.C.	+3.3
The Movie Channel (TMC)	2.350	2.300.000	N.C.	+31.4
The Playboy Channel/Escapade	206	324.762(11/82)	+41.6	+75.5
Showtime	2.000	4.000.000	N.C.	+42.8
Regional sports services				
Action Sports Network	N.A.	N.A.	N.A.	
Bay Area Interconnect	32	483.000(11/82)	N.C.	
Madison Square Garden Network	48	1.400.000	N.C.	
PRISM—Philadelphia	76	327.800	+1.6	
SportsChannel—New York	33	253.000(11/82)	N.A.	
SportsChannel—New England	N.A.	N.A.	N.A.	

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	TBA
Aimi Group Network	TBA
Apollo Entertainment Television	4th quarter 1984
The Buena Vista Channel	3rd quarter 1983
Cable Newspaper Corp	1st quarter 1983
The Channel Black	1st quarter 1983
Christian Media Network	relaunch TBA
Cinemerica	TBA
The Community Channel	TBA
The Disney Channel	2nd quarter 1983
Family Programming Network	TBA
The Games Network	1st quarter 1983
Home Music Store	1983-84 launch
The Job Channel	TBA
Kidvid Network	3/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1984
The Nashville Network	2/83
National Jazz Network	3/83
PBS Cable	TBA
Penthouse Entertainment Network	TBA
Satellite News Channel II	2nd quarter 1983
The Silent Network	3/83
Sitcom Channel (Channeltainment)	1st quarter 1984
SPN/International Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-To Network	2nd quarter 1984
Top Entertainment Network	TBA
UTV Cable Network	2/83
The Vanguard Network	2nd quarter 1983
Video Concert Hall	TBA
Window	TBA

Affiliate and Subscriber counts are as of 1/1/83 unless otherwise indicated
N.C. denotes no change
N.A. denotes not available

* Correction of error in last month's listing: should have read 415 affiliates and 6,735,315 subscribers as of 11/30/82

[1] Combined with Nickelodeon during 12/82 count

[2] Percent change calculated as of 4/82, earliest subscriber count available

[3] Percent change calculated as of 6/82, earliest subscriber count available

[4] Percent change calculated as of 6/82, earliest subscriber count available

[5] Percent change calculated as of 7/82, earliest subscriber count available

[6] Subscriber counts denote households receiving signal

[7] Combined with ARTS during 12/82 count

[8] Percent change calculated as of 6/82, earliest subscriber count available

[9] Percent change calculated as of 6/82, earliest subscriber count available

[10] Percent change calculated as of 6/82, earliest subscriber count available

[11] Total SIN reach. Total Spanish-speaking households: 3,750,000

[12] Percent change calculated as of 5/82, earliest subscriber count available

[13] These figures are company approximations

[14] Percent change calculated as of 6/82, earliest subscriber count available

[15] Listed last year as Home Theater Network

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- Pay TV launches in Canada
- SMATV ops conclude first association meet
- Research outlines viewers' spending habits

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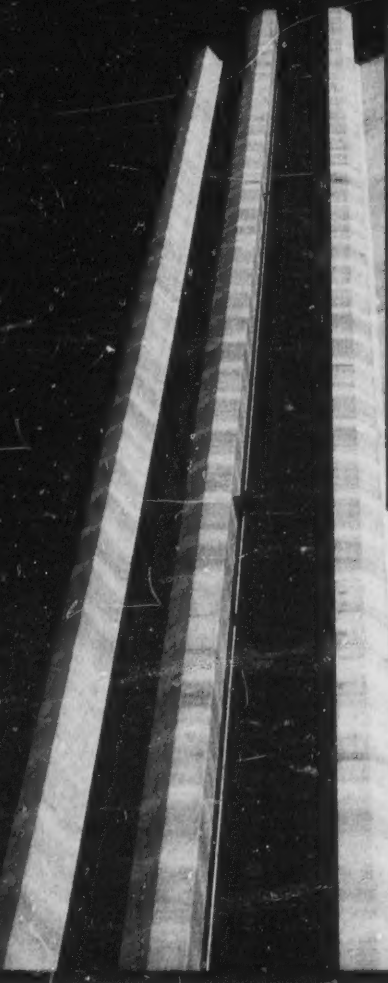

TEXAS SHOW '83

PLUS Nashville Network
Religious video

CableVision

February 7, 1983. Volume 8, Number 22

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C-SPAN
CLOSE UP

Bruce Hoertel

Close-up on Reagan

President Reagan made the first exclusive appearance by a U.S. president on C-SPAN when he appeared on the public affairs network's *Students and Leaders* program. Reagan answered questions from high school students visiting Washington, D.C., as part of a CloseUp Foundation government studies program. The president said he would like to appear on C-SPAN in the future. **Leading the week, pages 17-26.**

Goldwater bill resurrected

Sen. Barry Goldwater (R-Ariz.) introduced a wide-ranging cable bill similar to last year's S. 2172. **Leading the week, pages 17-26.**

Networks' ambition

Comments filed with the Federal Communications Commission last week propose a rule-making to permit the three broadcast networks to enter the program syndication business. But independent producers say that will put them out of business. **Leading the week, pages 17-26.**

HBO signs Burnett, Taylor

Carol Burnett and Elizabeth Taylor will co-star in *Intimate Strangers*, a new HBO made-for-pay movie. It is the first time the two stars will perform for cable, and the first time the actresses will have worked together. **Leading the week, pages 17-26.**

Great White North gets cable

Pay television begins in Canada this week, presenting profit opportunities to Canadian operators, and possibly a new market for American programmers. **Leading the week, pages 17-26.**

Hardware hard times

Several leading cable hardware suppliers reported lower earnings, reflecting the effects of poor markets last year on segments of the industry. **Leading the week, pages 17-26.**

Black achievers spotlighted

WTBS, Nickelodeon present special documentaries, events and other programs in celebration of Black History Month. **Page 41.**

Bristol-Myers' spin-off

Health and fitness magazine will promote *Alive And Well*, the daily USA Network series Bristol-Myers sponsors. **Page 47.**

Upscale exclusive

Fall 1982 survey shows five networks with viewers who made "impressive" upscale purchases. **Page 49.**

Muscle flexing, SMATV style

SMATV operators, gathered at their first national convention, celebrated recent court victories, addressed the industry's financing constraints and discussed the possibility of competition from their technological adversaries. **Page 51.**

Focus on Texas

Included in this special section devoted to the Texas Show and its host state are statistics on cable in the state, an interview with Bill Arnold, executive secretary of the Texas association, listings of the MSOs and service and supply companies headquartered in the Lone Star state, as well as the Texas Show agenda, exhibitors list and booth floor plan. **Page 73.**

MPAA's feisty advocate

Fritz Attaway, a self-described legal technician and "not a lobbyist," won recent victories against cable interests before the Copyright Royalty Tribunal. Now, he's fighting signal piracy. **Page 147.**

About the cover

President Reagan, appearing on C-SPAN and photographed by Shannon Matheny, is inset in a photograph provided by Stock Imagery of Denver of the Tower of Americas in San Antonio, site of the Texas Show.

This week in PLUS

This week, *Plus* changes to a biweekly format—one week of programming alternating with one week of operations. It's fitting that in launching a new *CableVision Plus* we discuss the launch of a new network: The Nashville Network. TNN promises to be a class act, with programming to please both country and city folk alike. Any ad-supported network is a gamble in today's economy, but TNN is confident that it will win over not only an audience, but also sufficient advertising. Madison Avenue agrees in theory, but only time will tell. . . Religion on cable means more than fire and brimstone. In fact, programmers at religious networks are expanding their formats to include even sitcoms and soap operas. The goal is to reach more people and develop a broadbased appeal. Pages 83-106.

Upscale exclusive

Fall 1982 survey shows five networks with viewers who made 'impressive' upscale purchases

NEW YORK—Fall 1982 statistics on consumer media and product usage habits, provided exclusively to *CableVision* by Mediamark Research Inc., reveal five leading cable networks with impressive percentages of viewers who made "upscale" consumer purchases.

Upscale products and services included new domestic and foreign cars, air travel and personal care products.

MRI measured product usage in 11 categories for total adult, men and women viewers of CNN, CBN, ESPN, USA and WTBS. The company conducts 20,000 interviews annually, 10,000 during each six-month "wave."

The statistics also suggest that the general target audiences of the five networks are comparable to each network's overall programming strategy. For example, female viewers of CBN and USA are generally more likely to purchase complexion-care and hair-spray products than women viewers of ESPN or CNN.

Similarly, viewers of CNN are more likely to have made a domestic trip by airplane or bought domestic or imported wines than viewers of CBN.

The MRI data reveals that new domestic car purchases and consumption of beer are leading product categories on all five networks. More than 40 percent of viewers to all five networks bought new domestic cars in 1982. On four of the five networks, more than 60 percent of male viewers are beer drinkers. The exception for beer is CBN, where only 43 percent of the male viewers reported beer consumption.

The product usage data also indicate the likelihood of specific product purchasers watching any of the networks. For example, while 43 percent of CNN viewers bought a new domestic car in 1982, only 6 percent of the total number of new car buyers watched the 24-hour news channel. Alain Tessier, president of MRI, said that the information in these statistics provides a "detailed description of target audiences." These descriptions are used by media buyers and advertisers in planning advertising schedules. The product usage research is important to cable networks because it indicates the relative quality of their viewers. While a given network may only get a 1 rating in its universe, that network's viewers may be more likely to purchase a given advertiser's product. Therefore, a buy on that network might be as valuable—if not more so—than purchasing a broadcast network or program with more total viewership.

MRI started asking questions about cable viewing last year. In its biannual survey, the company asks respondents about which of 22 basic and six pay services they view, how long they have been cable subscribers and the name of their cable company. In its latest "wave" of questioning, MRI will add a question on how much time respondents spend watching each network. —*David Stoller*

Network viewers' purchasing trends

Network	Domestic car bought new	Foreign car bought new	Domestic travel by plane	Domestic wine	Imported wine	Beer drinkers (male only)	Complexion care products (female only)
	Product type (all percentages rounded off)						
	viewers of/buyers of	v/b	v/b	v/b	v/b	v/b	v/b
CNN	43.7/6.1	12.7/6.7	27.6/8.0	37.6/6.5	26.7/8.0	67.2/6.5	60.4/4.5
CBN	47.1/3.0	9.0/2.2	17.2/2.3	25.4/2.0	13.9/1.9	43.5/1.4	66.5/3.2
ESPN	42.5/10.0	13.2/11.8	19.0/9.3	35.7/10.5	23.6/11.9	64.4/11.4	58.3/6.6
USA	40.0/3.6	13.3/4.5	21.6/4.1	28.7/3.2	25.7/4.9	61.9/3.9	65.5/3.1
WTBS	43.4/12.4	9.9/10.7	19.7/11.8	28.7/10.3	17.8/10.0	61.7/10.8	55.5/10.0

Source: 1982 Fall MRI

CAB refutes TvB

Rebuttal cites statistics CAB says misrepresent cable growth and penetration

NEW YORK—The Cabletelevision Advertising Bureau accused the Television Advertising Bureau of "misrepresenting" cable statistics in a document distributed to TvB members entitled "Cable TV—Target Selling."

The TvB document states that "what you hear and read about cable is probably right—but most of what you hear and read about cable advertising is probably wrong" and presents a series of statements and charts to support TvB's point that cable is no competitive threat to broadcast television in advertising clout or efficiency.

The CAB rebuttal, "Successful Cable Selling," is being sent to its members to use when confronted with the TvB literature.

"While it is nice to know TvB acknowledges that cable is enough of a threat to warrant these attacks, it is important that it be rebutted promptly," said CAB President Bob Alter.

The TvB presentation disputes the CAB's estimates of cable penetration. "The number of cable homes depends upon whom you ask," states the document.

The CAB counterattack states that the most widely accepted figure of cable penetration rates used in the advertising community are by A.C. Nielsen, which in November 1982 estimated a 35 percent cable penetration, representing 29,340,000 cable homes.

The TvB document projected 1990 cable penetration at 48 percent. The CAB response: "Too low." Using third party sources, including projections made by three leading advertising agencies, the CAB states that cable grew 315 percent from 1972 to 1982, and that penetration is growing at a rate of 350,000 homes per month.

The three ad agencies' estimates of 1990 cable penetration used in the CAB rebuttal are from D'Arcy MacManus & Masisus (64 percent), Doyle Dane Bernbach (60 percent) and Foote, Cone & Belding (60 percent).

The CAB also disputes the TvB's argument that only 11 percent of cable systems now accept advertising. The CAB claimed that percentage is out of date, and that the TvB did not include the rep firms, interconnects and MSOs that sell ads for systems.

Focus on Texas

Big show down in Texas

Texas association gears up for exhibitor/operator-oriented cable TV show

SAN ANTONIO, Texas—"Getting down to business" is the unofficial theme of the Texas Cable Television Association's 23rd annual Texas Show, set for Feb. 2-4 in San Antonio. And by all indications, the business of cable in the Lone Star state appears healthy.

Not only are the numbers of systems and subscribers on the rise statewide, but also the number of service and supply companies headquartered in Texas. As W.D. "Bill" Arnold, executive secretary of the Texas association, points out in the following pages, despite the economy and effects of unemployment, the business of cable is very much alive and exciting in Texas.

Texas show exhibitors are expected to number 193, compared to 187 in 1982. Arnold, credited the increase both to the growth in the cable industry and to word of mouth. "Other vendors may have become convinced that perhaps they're missing a good shot at their audience and market crowd by not being here," Arnold said.

Arnold expects 2,500-3,000 registrants, mostly from Florida, Puerto Rico, Mexico, Louisiana, New Mexico and south central states.

At the 100,000-square-foot San Antonio Convention Center, setup will begin on Tuesday, Feb. 1, at 8 a.m. Golf and tennis tournaments will take place that evening and Wednesday morning and afternoon. The exhibition hall will open at 2 p.m., and the day will end with a Texas-style barbecue and dance, where Lynn Anderson is scheduled to entertain, courtesy of Showtime.

Participants will also compete in a "High Noon" trivia contest based on the movie starring Gary Cooper.

Wednesday is dedicated to business seminars. The exhibition hall opens at 9 a.m. and the seminars begin at 9:15 a.m.

Seminars will address marketing, franchising and technical subjects. U-A Columbia's Bob Luff will moderate a session titled "The Great Converter Shoot-Out." Many sessions will deal with the management and selling of a cable system. "Ad Revenues—Ways to Generate" and "Staff Training: The Future of Service and Sales" are two seminars that may provide ideas for those interested in personnel management and marketing. Each session lasts an hour, and lunch will be served between the second and third sessions, at which time American Airlines' Jack Jackson is scheduled to speak.

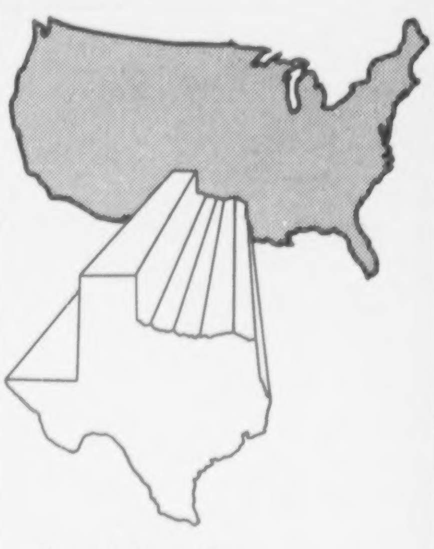
Among the speakers scheduled to make an appearance are: Ted Turner, Turner Broadcasting; J.E. Mankin, president, Texas Cable TV Association; David D'Aquila, Home Box Office; Jack Haire, Warner Amex Satellite Entertainment Co.; and J.C. Sparkman, Tele-Communications Inc.

After the President's Cocktail Reception at 6 p.m., attendees are invited to a Comida Mexicana—a Mexican dinner—at which B.J. Thomas will entertain, courtesy of HBO.

After a Women In Cable breakfast Friday morning, the exhibition hall will open at 9 a.m. and will close at 1 p.m.

Arnold says the Texas Show is more exhibitor-oriented than the other big shows. He said the show "probably has a larger proportion of actual system operators and technical personnel who attend this than do some of the larger shows that tend to draw a middle management group of attendees." This being a large, but still regional show, many who are unable to attend the Eastern, Western and NCTA shows can come.

The Texas Show also serves as a test run



Looking for ...

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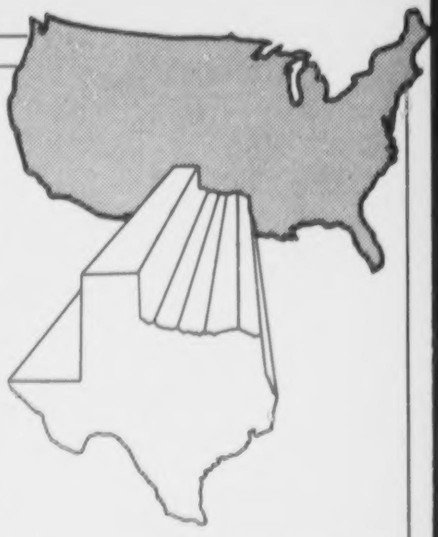
Texas MSOs .... p. 121
Texas Show agenga ...... p. 128
Booth guide .... p. 132
Floor plan .... p. 138
Lone Star companies .... p. 140

Texas statistics

Number of systems	472
Number of communications served	742
Basic subscribers	1,710,197
Homes passed	2,882,304
Pay units	735,721

Source: CableFile



for companies before the National Show. Arnold said several vendors use the Texas Show when they want to try something new, see what the reaction is without a lot of ballyhoo, and then decide whether to make a splash with it at the next big show, which is the NCTA.

The format of having one day of business and two other days of the convention taken up mainly with exhibiting leaves a lot of time to browse and talk with other exhibitors and attendees. "The exhibitor is able to spend time and visit with those folks who have some degree of influence on the product bought or not bought," said Arnold.

On Wednesday morning, before the show begins, two private programs are scheduled. Paul Kagan's seminar, "The Economics of Addressability," runs 9 a.m.-5 p.m., with 10 representatives from various cable systems participating.

CTAM will sponsor its Track Day also on Wednesday. Track A is titled "The Untouchables: Can They Be Reached." Track B is "Opportunities for Profit," and Track C, "Tactical Selling." Dean Waite, CTAM executive director, said the tracks, especially A and B, were designed for the typical Texas operator, a small system operator with fewer than 20 channels. "Because of their relatively small size in both channel capacity and subscribers, they had a fairly homogenous viewpoint toward marketing issues and needs as far as marketing issues are concerned," he said.

Both these programs will end shortly

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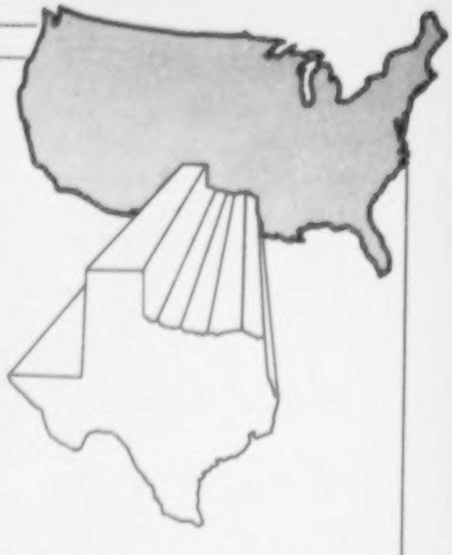
CATV Texas Cable TV ASSOCIATION, INC.

Aerial view of San Antonio.



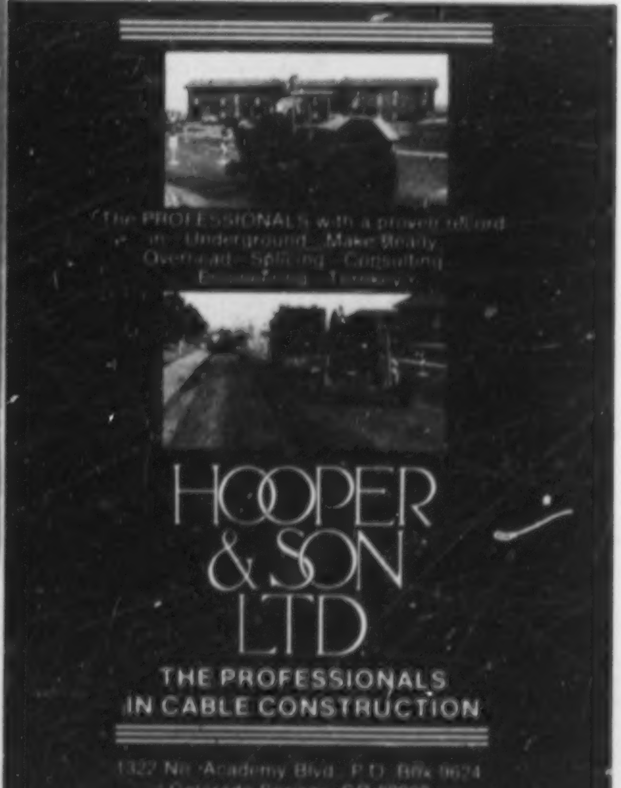
after the exhibition hall opens Wednesday afternoon.

There will be no big surprises on the Texas association's part or, as far as can be known now, on the part of any exhibitors. Arnold said the show is essentially the same as it has been in the past, and that they "haven't tinkered with it very much.

"We won't have anything unusual or the girl jumping out of the cake," he said, "just kind of the routine, if you will, good Texas trade show and convention."

—Patricia Major

(Texas focus continues on p. 107.)



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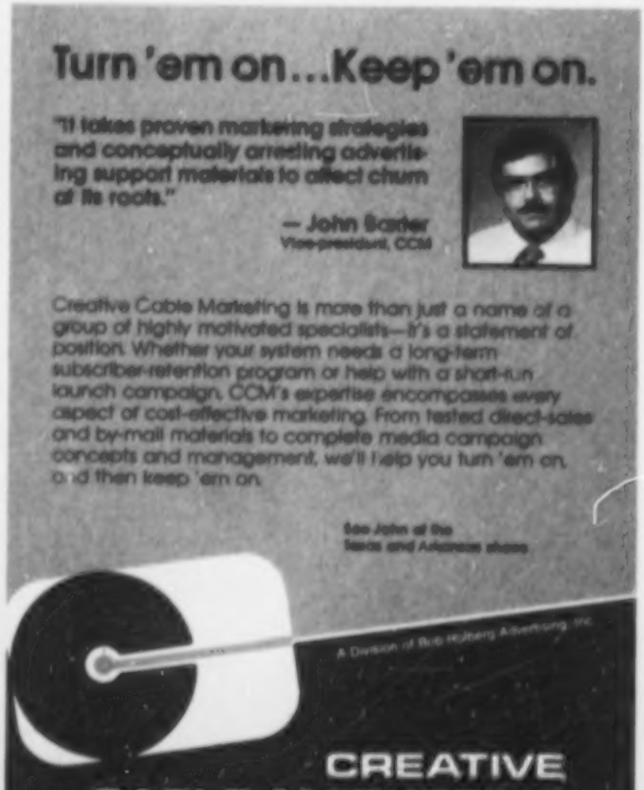

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— John Barter
Vice-president, CCM

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Stepping down from the pulpit

Religious networks want to reach their subscribers, not just preach to them

By Simon Applebaum

There's more to religious television than preaching and teaching. That is the belief of many executives at national religious cable networks these days. More than ever, the programming password is diversification.

The convention of the National Religious Broadcasters in Washington D.C., (Jan. 26-28) likely will be a catalyst for dialogue between networks and program suppliers on just that subject. Program directors are expected to urge suppliers to steer away from total reliance on pulpit-bound series and try different formats, such as the talk show, situation comedy, drama, public affairs and soap opera.

Program directors interviewed by *CableVision Plus* prior to NRB had two objectives in calling for more variety: to create differentiation among services and to develop broad based audiences.

With the growth of cable, religious producers have found a way to reach viewers that is less expensive than local TV stations. One half hour of PTL Satellite—The Inspirational Network costs $1,000 and reaches a potential 6.5 million households. National Christian Network, with more than 1.2 million homes, charges $350 per half hour.

CBN Cable Network was the first organization to attempt all-religious cable programming in 1976, via a transponder on the now-dormant Satcom I Satellite. It is now the industry's third-largest basic cable service in subscriber count, with access to nearly 20 million homes. Sixteen months ago, CBN changed direction from noncommercial to mostly ad-supported shows (*CV Plus*, 4/26/82, p. 5), leaving less than 50 percent devoted to religion.

PTL Satellite and Trinity Broadcasting System, which followed CBN as 24-hour cable services in the late '70s, continue in an all-religious pattern. PTL operates on Satcom III-R while Trinity, reaching 2.3 million homes, transmits over Satcom IV. National Christian Network, also on Satcom IV, schedules 6 a.m. to 8 p.m. daily. Eternal Word Television Network, on Satcom III-R, runs for four hours each evening, blending its spirituality with *Lassie*, *My Little Margie* and other family favorites culled from broadcast TV's past.

There is also National Jewish Television, a three-hour Sunday afternoon ad-supported basic network. NJT covers its religion, as well as Jewish culture and history, through public affairs, entertainment and news formats. That service has 1.2 million households.

CBN's "NewSight '83" (above) was a pioneer in program diversity. "Treasures out of Darkness" (below left) and "Praise the Lord" (above left), both on TBN, are at either ends of the religious programming spectrum.

Sermon's over

"It is no longer possible to follow a preaching show with another preaching show just to fill up the time," explained Ray Kassis, National Christian Network president.

"Right now, we probably have 60 percent of our schedule preaching and teaching," said PTL program director Jay Babcock. "I'm not happy with that. I'd like to be at a good balance; 30 percent preaching, the rest different formats through the schedule."

Tom Rogelberg, CBN Cable's operations vice president, traced the problem to the roots of modern religious broadcasting. "The people who are in television evangelism have mostly come out of a radio program background first, using the tradition of church services. There's more of a reluctance on the part of the ministries involved to do something other than what they've known in the past. They need to be convinced to get in on this."

What variety exists on religious cable, generally, is produced by the networks themselves. And in recent months, the networks, along with mainline denomination groups like the Seventh-Day Adventist Church and the National Council of Churches, have started to consider additional ways to fund quality religious fare that, in some circles, breaks precedent.

An early example of program diversification, now on CBN Cable's Sunday schedule, is *NewSight '83*, produced by broadcasting students at CBN University, the network's educational center in Virginia Beach, Va., since 1979. News keyed to religious events is the program's focus.

Operating on a yearly budget of $35,000, *NewSight* involves 40 graduate students in CBN's news production course each semester. Under the direction of the show's creator, executive producer Bob Schihl, the students write, produce and anchor the program, helped by religious news wire services, film sources and celebrity guests in town to appear on *The 700 Club*, CBN's talk-variety program.

Each episode includes five segments, known as "sights." Up front is the major religious news story of the week, which can run from a trip by Pope John Paul II to President Reagan speaking on a proposed school prayer amendment before the Knights of Columbus. A feature story, produced on location by CBN news, follows a brief roundup of other major stories. Earlier this month, Schihl sent a student to Lebanon to capture that country's mood in the aftermath of fighting in Beirut. A fourth segment alternates between in-studio interviews and "CrossTalk"—mini-debates on controversial topics. A humorous essay or news item concludes the program.

Schihl started *NewSight* on CBN after doing a similar program in the early 1970s on WGR-TV, Buffalo. Transferring the idea to cable was a struggle, he said. "There was no model on cable. No one did it before. The question is whether we can be objective or not, since we're a religious organization. People even now, say, 'How can you do a religious newscast on CBN?' We have to go out of our way and do it. We need to exercise balance, not only in all denominations, but among all religions. It's not easy, I guess. Then again, it's not easy to do a regular newscast."

At times, *NewSight* runs pieces that tackle aspects of religion that might make some CBN executives uneasy. So far, censorship has been nil. "No problems," Schihl claimed. "Not a single one. If we've had to criticize a Falwell, we have. We did a piece on Jerry Falwell vs. Norman Lear's People For The American Way campaign. There are times we've questioned the financial accountability of ministries. They've given us the right to speak it."

PTL Satellite looks for support from companies manufacturing religious books, records and other firms. Jay Babcock has the idea under active consideration, but warns that the network won't accept sponsors from everywhere. "We will by no means open this up to the outside world," he said. "We're contacting various people in Christian businesses, getting them to advertise in television rather than print. At the most, if we go ahead with this, we'll do 10 spots a day, mostly in different kinds of shows."

Eventually, secular advertisers might want to target suitable products for religious viewers. "Everyday kinds of products like Coca Cola could go into those kinds of shows," Babcock reasoned. "You don't have to be born-again or saved to drink Coke." Such products, he said, would work well on religious drama, sitcoms, or variety shows.

While PTL examines advertising, Babcock is moving the program schedule toward different formats. An example on the air since last June is *Heritage USA Update*, a magazine-format series documenting behind-the-scenes activity at the network and personal stories involving PTL viewers.

Appleby produces the show on a $3,000 to $5,000 per episode budget using in-house PTL studio personnel to keep costs down. After three days of production early in the week, *Update* runs four times a week.

Update changes its multi-segment look next month for two half-hour shows on the National Religious Broadcasters convention. Appleby plans to send two camera crews to Washington in conjunction with PTL's designation by NRB as the convention's official religious network.

One year ago, Trinity Broadcasting System injected variety into religious programming. Trinity threw out a quarter of its schedule, mostly preaching programs, and set up an ambitious quota: produce 80 percent of its programming. A risky decision, TBN Program Director Terry Hickey said, but the change was necessary.

"We overhauled the entire schedule to get more variety, and to bring Christian television out of the '60s and '70s into the '80s," he explained. "We took out a lot of the shows that had poor technical quality. We took a hard look at our formats. Now we have women's programming in the afternoon hours, followed by children's programming and prime-time variety."

The organization tapped the resources of Los Angeles television station KTBN-TV, one of five owned by Trinity around the U.S., to meet the quota. Earlier in its 10-year history, KTBN, funded by grants and viewer donations, underwent a similar change. "When we got the station, there was little production available beyond the nationally produced evangelists," Hickey said. "In the early days, we had to go for quantity rather than quality."

Some of the original productions on Trinity's lineup: *Joy In the Morning*, a variety show patterned after *Good Morning, America*; *One Way Game*, a children's contest matching teams from two religious schools in a Biblical lore quiz; *Buenos Amigos*, a music showcase for Spanish viewers; and *Venturing into a Child's World*, offering child behavior hints and insights from a psychologist.

Harsh reality

Another Trinity production is *Treasures Out of Darkness*, a 2-year-old effort which may rank as one of the most unusual religious shows around anywhere. It is a blend of conversation and harsh urban reality, focusing on residents of inner-city Los Angeles who have become born-again Christians after encounters with drugs, alcohol, street gangs, prison life and the like.

Brad Lacey, host of "Heritage U.S.A. Update," interviews a PTL volunteer on the magazine-format show.

Treasures is based on the work of Victory Outreach, a religious group based in Los Angeles since 1968. Its founder, Sonny Arguinzoni, is the show's host. His wife Julie serves as the producer. The program grew out of a series of specials Victory produced for TBN during 1979 and 1980.

"The specials received good response, but because it cost several thousand dollars to do, we couldn't afford to do them anymore," Julie Arguinzoni says. "Then TBN decided to pick us up for a half-hour weekly show, with them funding it. We didn't want it to be like any other talk program, and we wanted to relate the show to people who don't go to church—prisoners, people on the street."

What makes the show unique—and sometimes unsettling to watch—is its unflinching look at inner-city problems, while documenting a guest's life. To accomplish that, short dramatic re-creations of events in the subject's life are shot on loca-

Religious networks at a glance

Service	Transponder	Systems	Subscribers	Launched	Programming hours
CBN Cable Network	Satcom III-R transponder 8	3,480	19,577,400	4/77	24/day
PTL Satellite Network	Satcom III-R transponder 2	600	6,500,000 (10/82)	4/78	24/day
National Jewish Television	Satcom III-R transponder 16	108	2,312,050	5/81	3/week Sunday afternoons
Trinity Broadcasting Network	Satcom IV transponder 17	235	2,300,000 (11/82)	5/78	24/day
National Christian Network	Satcom IV transponder 7	76	1,256,241	6/80	14/day (6 a.m. to 8 p.m.)
Eternal Word Television Network	Satcom III-R transponder 18	54	782,543	8/81	4/day 8 p.m. to midnight)
*****	*****	*****	*****	*****	*****

Subscriber and affiliate counts are as of 1/1/83 unless indicated.

** — 66 percent of CBN Cable's programming is ad-supported, 44 percent is religious. CBN started as an all-religious service in 1977, then changed over to ad supported programming in Sept. 1981.

tion, often involving the subject. Recreations also involve members of a subject's family, friends, and a group of volunteers from the ministry. The re-creations are later edited into the program, at specific points in the interview. As a reminder of the subject's experience, still photographs are flashed on the screen, set to religious music at the show's end.

Rather than feel pressure of media exploitation, Arguinzoni noted, subjects are willing to play out their tragedies on camera. "They're so anxious to tell their stories, and get a message across, that they're anxious to participate."

In episodes involving drugs or street violence, often there are graphic sequences that can upset some viewers. Those episodes are prefaced with viewer warnings. There had been no objections from TBN. "I was afraid," Julie Arguinzoni admitted, "because there are times where we show blood, or other things. They have never told us what to put on, or what not to show. They've encouraged us a lot."

On occasion, *Treasures* injects alternative solutions with its religious matter. During the Christmas season, the Arguinzonis' ran a two-part program on suicide, involving guest experts from the National Suicide Prevention Center, and people touched by such tragedy. Similar programs were done on incest, child abuse, heroin, cocaine and prisons.

"There should be a lot more programs like this," said Julie Arguinzoni. "More (religious) people should be out where the problems are, bringing out the needs of these people, and also giving solutions."

Blending faith with sit-ups

The same type of overhaul Trinity managed on its programming last year is around the corner for National Christian Network. In Cocoa, Fla., Ray Kassis said he expects replacement of 60 to 70 percent of the service's current lineup before spring ends. With NCN offering access to religious programmers as long as they don't solicit viewer contributions, Kassis doesn't hide his displeasure with some shows pitching donations repeatedly. Under the impending transition, he asserts, those shows will be the first to be axed.

Unlike CBN, PTL or Trinity, NCN does not produce its own programming, although it maintains a studio in Cocoa available to local religious groups. Remote technical equipment has been ordered, Kassis said, which will position NCN as its own program supplier, initially for documentaries and special reports.

Occupying a late morning period weekdays on NCN is *Shape Up*, which attempts to blend faith with sit-ups and jumping jacks. The show premiered on NCN nine months ago, after building an audience for three years on WCXC-TV, a Chicago religious independent station.

Rob Bernard, the show's producer, acknowledged that the format is a tad offbeat for religion. "But not an inconsistent idea," he said. "It's important to take care of what God gave you."

Bernard's protege is Nancy Larsen, a teacher of exercise classes in local Chicago churches. Along with 20 minutes of fitness during each half-hour segment, Larsen throws in cooking tips, pointers on weight control, and Bible passages. Special segments cover exercises for senior citizens and overweight people. Trinity has its own produced exercise show, *Get In Shape*. NCN also takes another WCXC-originated program, *Bible Baffle*, which like Trinity's *One Way Game*, is out to pit contestants (adults this time) in a test of religious knowledge. "We've got the typical game format with lights and buzzers," Bernard explained, "although we don't give away trips to Hawaii. The prizes reflect a religious slant, like a trip to a retreat."

A scene from "The White Star Garage" episode of "Insight," the Emmy award-winning series from Paulist Productions.

Cable dramatics

Drama, tough to produce because of its high cost compared to other religious formats, nevertheless is available on most religious cable network schedules. But most of the drama comes from productions that use cable as a supplement to local TV stations that often provide free airtime. Produced in many cases by mainline denominations, the product includes *This Is The Life*, the long-running Lutheran Church Missouri Synod anthology series, *Insight*, the Emmy-winning series from Paulist Productions, and *Westbrook Hospital*, a medical series from Faith For Today, a production unit of the Seventh-Day Adventist Church.

Entering its 11th year this month, *Westbrook* was one of the first drama series to directly solicit cable systems. It has touched upon teenage alcohol, divorce, mental illness, unemployment, senior citizens' rights, disability and other issues.

We've tried to be different than other approaches (to religious drama)," James Hannum, series executive producer, said. "We try to demonstrate solutions to problems without a lot of God talk."

With *Westbrook* on hiatus this season, its predecessor, *Faith For Today*, is turning its attention toward further involvement with cable, not just as a religious drama supplier, but a commercial programmer. In mind, but not on paper just yet, are thoughts of forming a separate division to produce shows for pay and basic networks, able to tackle other themes outside *Westbrook's* domain. The organization is approaching the industry cautiously.

"Like everybody else, we're trying to mentally embrace what's happening," Hannum noted. "We've looked very carefully at doing something for HBO or Showtime. We've given some thought to Ted Turner's superstation. The idea is to look hard at the marketplace."

Also under consideration: re-editing *Westbrook* to allow cable systems and networks commercial time for sale. There are two pitfalls in the way: finding enough funds to re-edit the episodes, and assurances from cable that the show plays in a high-visibility time period. "Re-editing could run from $150,000 to $250,000. Before we do it, let's make sure that we have an adequate audience to do it," Hannah said. "We don't want the show sitting on the shelf after it's done."

Another attempt at mainline religious programming, this time just for cable alone, is *One In The Spirit*, a consortium project involving the United Presbyterian Church, the Episcopal Church and Disciples of Christ. Going for a broader audience, the magazine-format series bypassed the religious networks and chose Satellite Program Network for its distribution service. The program started Jan. 2.

The Rev. Dave Pomeroy, director of media resources for the National Council of Churches' communications commission, helped develop the program with the three denominations. "We considered going on CBN or PTL, etc.," he said. "But the groups were concerned about possible restrictions in content, or the networks having final say. The key thing they were looking at (by taking SPN) is that this kind of narrowcast program be on cable as part of general programming mix."

Through *One In The Spirit*, participating denominations have the right to contribute material from member churches for the program at any time. Under the consortium pact, all three groups fund the series equally, and have a say in topic selection. More important, material from local cable systems can be used on the program, a precedent to what Pomeroy hopes will be the laboratory for future religious cable shows. People are beginning to be encouraged on the local level to do it through cable systems, with public affairs shows, drama, documentaries," he said.

Back at the national networks, PTL's Jay Babcock wants comedies, music shows and children's programming to take precedent in religious cable development. Trinity's Terry Hickey is on the lookout for kidvid as well, plus a cooking show, sports and special reports. Going against the grain somewhat, CBN's Tom Rogelberg would like to see more joint ventures in programming, instead of different suppliers trying the same idea. "Many people are doing one kind of program, magazine shows, children's shows, but for the most part, they either don't have the production budget or the expertise that they should have. I'd like to see greater unity among the producers. Instead of dozens of children's shows done on small budgets, let's see them combine and draw upon each other's resources and do one quality show."

If there's a new attitude arising among religious cable programmers as to where their flock should head, PTL's Jay Babcock has the ideal scripture. "If it's a preaching show, we'll look at it. But we've got enough. We've reached a limit. I won't want anything less than the best. And if you think you've finally got the best, you've reached a false high, because there's always something better." ■

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Texas MSOs

A listing of MSOs headquartered in Texas

ARENA CABLEVISION CORPORATION .. **(214) 982-5355**
P.O.Box 600
Blossom TX 75416
Personnel: Randolph Wright Sr., Presidnet and General Manager
Operating Systems: Arena Cablevision-*Blossom*, Detroit, Reno, Lamar County, Arena Cablevision-*Bogata*, Arena Cablevision-*Deport*
Number of operating systems: 3
Total basic subs: 1,630 (as of 08/82)

BETA COMMUNICATIONS INC .... **(806) 998-5362**
PO Box 549
Tahoka TX 79373
Operating Systems: Beta Communications of West Texas Inc-*Aspermont*, Beta Communications Inc-*O' Donnell* Beta Communications Inc-*Tahoka*
Number of operating systems: 3
Total basic subs: 1,020 (as of 07/82)
Total pay subs: 701 (as of 07/82)
Total homes passed: 2,150 (as of 07/82)

BROWNWOOD TV CABLE SERVICE, INC. (915) 646-3576
P.O. Box 1149
310 Carnegie Blvd
Brownwood TX 76801
Personnel: John A Andrews, President
Operating Systems: Brownwood TV Cable-*Brownwood*, Bangs, Early, Brownwood TV Cable-*Clyde*, Beard, Brownwood TV Cable-*Cross Plains*, Brownwood TV Cable-*Rising Star*, Brownwood TV Cable-*Santa Anna*
Number of operating systems: 5
Total basic subs: 10,480 (as of 08/82)
Total pay subs: 1,976 (as of 08/82)
Total homes passed: 25,228 (as of 08/82)

BUFORD TELEVISION INC./CABLE DIVISION .... **(214) 561-4411**
PO Box 9090
Tyler TX 75711
Personnel: Charles Bowker, President, Robert P Buford, Chief Executive Officer, Jeff Buford, Vice President, Cable Division
Operating Systems: Broward Cable-*Broward County*, Fort Lauderdale FL, Bedford Cable TV-*Bedford IN*, Oolitic IN, Indiana Cablevision Company-*Elkhart IN*, Elkhart County IN, Goshen IN, Indiana Cablevision Company-*Mishawaka IN*, Osceola IN, Roseland IN, St Joseph County IN, South Bend IN, Indiana Cablevision Company-*Plymouth IN*, Marshall County IN, Indiana Cablevision Company-*Rochester IN*, Fulton County IN
Number of operating systems: 6
Total basic subs: 76,653 (as of 07/82)
Total pay subs: 33,996 (as of 07/82)
Total homes passed: 120,233 (as of 07/82)

CALCO CABLE CO INC **(512) 552-6342**
P.O. Box 988
Port Lavaca TX 77979
Ownership: George F & Marion Rhodes, 80%, Tom Garner, 20%
Personnel: George Fred Rhodes, President, Tom Garner Jr, Vice President, Fred Rhodes Jr, Vice President
Operating Systems: Bloomington Cable Co-*Bloomington*, Kenedy Cable Co-*Kenedy*
Other Interests: TV-De-cal cable inc
Number of operating systems: 2
Total basic subs: 1,259 (as of 05/82)
Total pay subs: 406 (as of 05/82)
Total homes passed: 2,250 (as of 05/82)

CATV, INC. .... **(806) 647-2364**
P.O. Box 99

Hwy 24 West
Dimmitt TX 79027
Ownership: Rice, John B, Chairman Of The Board, 21%, Miller, Jack R, President, 21%, Howard, J A, Vice President, 31%, Schaeffer, Stanley, Secretary/Treasuer, 25%
Personnel: Jack Miller, President, J A Howard, Vice President
Operating Systems: Hill City TV Cable Co-*Hill City KS*, Lenora TV Cable Co-*Lenora KS*, Logan TV Cable Co-*Logan KS*, Phillipsburg TV Cable Co-*Phillipsburg KS*, Plainville TV Cable Co-*Plainville KS*, Stockton TV Cable Co-*Stockton KS*, Simmitt TV Cable Co-*Dimmitt*, Hart TV Cable Co-*Hart*
Non-operating systems: *Oxford NE* (425)
Number of operating systems: 8
Total basic subs: 5,485 (as of 05/82)
Total pay subs: 2,008 (as of 05/82)
Total homes passed: 6,035 (as of 05/82)

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CATV SYSTEMS, INC. (214) 436-9561
P.O. Box 581
Lewisville TX 75067

Personnel Ben Campbell President John Rischer General Manager Lynn Mullin General Manager Bill Gentry Chief Engineer Janet Weiman Sales Manager
Operating Systems TV Cable of Bridgeport-*Bridgeport* TV Cable of Burkburnett-*Burkburnett* TV Cable of Corrigan-*Corrigan* TV Cable of Diboll-*Diboll* Burke TV Cable of Electra-*Electra* TV Cable of Flower Mound-*Flower Mound* TV Cable of Frisco-*Frisco* TV Cable of Henrietta-*Henrietta* TV Cable of Iowa Park-*Iowa Park* TV Cable of Highland Village-*Highland Village* TV Cable of Livingston-*Livingston* Seymour Cable Television-*Seymour* TV Cable of Vernon-*Vernon* TV Cable of the Colony-*The Colony* TV Cable of Sanger-*Sanger*
Number of operating systems 15
Total basic subs 15 034 (as of 05/82)
Total pay subs 10 878 (as of 05/82)

CBS CABLE SYSTEMS (817) 589-7791
305 Loop 820 Ne
Suite 410
Hurst TX 76053
Ownership CBS Inc
Personnel Joseph W Hipple III President
Operating Systems CBS/Black Hawk-*Hurst* Halton Keller Richland Hills CBS/Black Hawk-*Mansfield* Midlothian Waxahachie Everman
Other Interests TV-Stations Radio-Stations Publishing-Companies Manufacturing-Company
Number of operating systems 2
Total basic subs 17 938 (as of 07/82)
Total homes passed 44 535 (as of 07/82)

COLUMBIA COMMUNICATIONS CORPORATION (713) 782-9650
6009 Richmond Ave
Suite 200
Houston TX 77057
Personnel Harold Goldstein President R Alan Rudy Vice President
Operating Systems Columbia - North Shore Cable-*Houston* North Shore Harris County Galena Park Jacinto Columbia Cable TV of Houston-*Harris County* Fort Bend County Mission Columbia Cable TV of Rosenberg-*Rosenberg* Columbia Communications Associates-*Westland* Meyerland
Other Interests SMATV - Houston Area Columbia Satellite Systems
Number of operating systems 4
Total basic subs 78 586 (as of 07/82)
Total pay subs 47 247 (as of 07/82)
Total homes passed 66 266 (as of 07/82)

COMMUNICATION SYSTEMS, INC. (214) 438-9450
790 W. Airport Frwy. 790
Irving, TX 75062
Personnel Charles B. Lowe, President; Jim Scott, Chairman; Bruce Davis, Sr. Vice President/Operations; Tamara Shields, Ex. Vice President/Finance
Operating Systems Cable TV of Sulligent-*Sulligent AL*, Cable TV of Vernon-*Vernon AL*, Crossett Comm.-*Crossett AR*, Cable TV of Fordyce-*Fordyce AR*, Cable TV of Adelanto/Hesperia-*Adelanto CA*, Hesperia CA; Cable TV of Alta Loma-*Alta Loma CA*, Cable TV of King City-*King City CA*, Greenfield CA, Cable TV of Meyers-*Meyers CA*, El Dorado County CA, Tahoe Paradise CA, Christian Valley CA, Cable TV of Tahoe-*Tahoe City CA*, South Lake Tahoe CA, Atchison Cablevision-*Atchison KS*, Danville Cablevision-*Danville KY*, Cable TV of Jena-*Jena LA*, Cable TV of La Salle-*La Salle LA*, Urania LA, Avoyelles Cable TV-*Marksville LA*, Hessmer LA, Mansura LA, Cable TV of Winnsboro-*Winnsboro LA*, Cable TV of Lebanon-*Lebanon MO*, Chadron Cablevision-*Chadron NE*, Cable TV of Gordon/Roseville-*Gordon NE*, Roseville NE, Leacom Cablevision-*Truth Or Consequences NM*, Williamsburg NM, Cable TV of Dickinson-*Dickinson ND*, TV Cable of Bellefontaine-*Bellefontaine OH*, TV Cable of Lakeview/Russell-*Lakeview OH*, Russell OH, Oklahoma CATV-*Eufaula OK*, Checotah, OK, Hollis TV System-*Hollis OK*, Mustang CATV-*Andrews*Bexar Cablevision-*Bexar County*, Canadian Cablevision-*Canadian*, Conroe Cable TV-*Conroe*Cable TV of Harris Co-*Crosby*, Newport, Cable TV of Floresville-*Floresville*, Pota, CATV of Hillsboro-*Hillsboro*CATV of Highland-*Highlands*CATV of Harris Co-*North Carris*, Alpha, Kingwood Cablevision-*Humble*, *Forest Cove*, *Keenwood*, *Imperial Oaks Cablevision-Imperial Oaks*, Montgomery Co. Cablevision-*Montgomery County*, Timber Ridge, Oak Ridge, Needham, Woodloch, Shannon Oaks, Quanah Cablevision Corp-*Quanah*, Ranch County Cablevision-*Ranch Country*, Stratford Cablevision-*Stratford*, Travis County/Parmer Cablevision-*Travis County*, Parmer, Cable TV of Virginia-*Radford VA*, Cable TV of Virginia-*Christiansburg VA*
Number of operating systems 42
Total basic subs 91,361 (as of 06/82)
Total pay subs 77,899 (as of 06/82)
Total homes passes 133,469 (as of 06/82)

DE-CAL CABLE INC (512) 552-6342
PO Box 988
Port Lavaca TX 77979
Ownership George Fred Rhodes President 50% Marion A Rhodes 50%
Personnel George Fred Rhodes President Tom Garner, Vice President Fred Rhodes Jr. Vice President
Operating Systems Karnes City Cable Co-*Karnes City*

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Yorktown Cable Co-*Yorktown*
Non-operating systems: *Hudson* (795)
Other Interests: TV-Calco Cable Co Inc 80%
Number of operating systems: 2
Total basic subs: 749 (as of 05/82)
Total pay subs: 405 (as of 05/82)
Total homes passed: 2,340 (as of 05/82)

HARTE HANKS COMMUNICATIONS, HARTE HANKS CABLE (512) 344-8000
PO Box 269
San Antonio TX 78291
Ownership: Harte-Hanks Communications
Personnel: Charles H Everill, Sr Vp Marketing; Robert G Marbut, President; Larry D Franklin, Executive Vice President
Operating Systems: Jim R Smith & Co-*Sierra Vista AZ*, Green Valley AZ, Benson AZ, Willcox AZ, Tombstone AZ, Sunsites AZ, Whetstone AZ, Coronado AZ, Fort Huachuka AZ, Huachuca City AZ, Santa Rita AZ, Belair AZ; Southwest Cablevision-*Payson AZ*, Douglas AZ, Williams AZ, Payson AZ; NTS of Colorado-*Akron CO*, Otis CO, Yuma CO; Kip-Lee CATV-*Deer Park*, La Porte, Morgan's Point, Shore Acres; Kip-Lee CATV-*Highlands*; Katy Cable Television-*Katy*, Harris County; Pasadena Cablevision-*Pasadena*, South Houston
Other Interests: TV-4 VHF TV Stations; Radio-Five AM & FM Radio Stations; Publishing-29 Daily Newspapers, 65 Non-Daily Publications
Number of operating systems: 7
Total basic subs: 53,000 (as of 06/82)
Total pay subs: 32,000 (as of 06/82)
Total homes passed: 100,000 (as of 06/82)

THE LBJ CO (512) 474-6543
P.O. Box 1209
Austin TX 78767
Personnel: Donald S Thomas, President; John M Barr, Executive Vice President; Frank Wawak, Cable Tv Manager
Operating Systems: Karnack Cable TV of Austin-*Austin*, Travis County; Karnack Cable TV of Benavides-*Benavides*; Karnack Cable TV of Cuero-*Cuero*; Karnack Cable TV of Freer-*Freer*; Karnack Cable TV of Hebbronville-*Hebbronville*; Karnack Cable TV of San Marcos-*San Marcos*, Kyle, Martindale; Karnack Cable TV of Pearsall-*Pearsall*; Karnack Cable TV of Smithville-*Smithville*; Karnack Cable TV of Winter Garden-*Winter Garden*, Carrizo Springs, Crystal City; Karnack Cable TV of Zapata-*Zapata*; Cable TV of Eagle Pass-*Eagle Pass*, Quemado
Other Interests: Radio-AM & FM
Number of operating systems: 11
Total basic subs: 26,717 (as of 08/82)
Total homes passed: 32,977 (as of 08/82)

MID COAST CABLE TELEVISION INC (713) 245-5511
P.O. Box 511
Bay City TX 77414
Ownership: Clive Runnells
Personnel: Clive Runnells, President; J H Landrum, Vice President
Operating Systems: Mid Coast Cable TV-*Bay City*, Markham, Matagorda County; Mid Coast Cable TV-*El Campo*; Mid Coast Cable TV-*Wharton*; Mid Coast Cable TV-*Sweeny*
Non-operating systems: *Matagorda* (475)
Number of operating systems: 4
Total basic subs: 10,952 (as of 06/82)
Total pay subs: 6,286 (as of 06/82)
Total homes passed: 17,744 (as of 06/82)

MOUNTAIN ZONE TV (915) 837-2300
301 E. Avenue E
Alpine TX 79830
Personnel: Wallace [illegible]
Operating Systems: [illegible] Fort Davis; Mountain Zone TV-*Marathon*; Mountain Zone TV-*Presidio*
Number of operating systems: [illegible]
Total basic subs: [illegible]
Total pay subs: 247 (as of 08/82)

PRIME CABLE CORPORATION (512) 476-7888
1515 First City Bank
Austin TX 78701
Personnel: Robert W Hughes, President; [illegible] Vice President Finance; [illegible] Vice President Operations
Operating Systems: [illegible] Annapolis MD, Anne Arundel County MD; [illegible] Park MD; St Marys County MD; [illegible] Upper Marlboro MD; [illegible] NJ; Union City NJ; [illegible] NJ; West New York NJ; [illegible] Cable; [illegible] Falls [illegible] WA, Tehama County WA
Number of operating systems: [illegible]
Total basic subs: [illegible]
Total pay subs: [illegible]
Total homes passed: 262,779 (as of 08/82)
Potential homes passed: 78,650

SAMMONS COMMUNICATIONS INC (214) 742-9828
PO Box 225728
Dallas TX 75265
Ownership: Sammons Enterprises Inc
Personnel: James N Whitson, President; Mark Wetzel, Vice President Operations; Ronald Holley, Vice President Finance; Bill Strange, Vp Corporate Development; Jim Pirk, Vice President Marketing
Operating Systems: Sammons Communications of TX-*Borger*; Sammons Communications-*Duncanville*; Sammons Communications of Ft Worth-*Fort Worth*, Johnson County, Tarrant County; Sammons Communications of TX-*Frisch*; Sammons Communications of TX-*McAllen*; Sammons Communications of TX-*Pampa*; Sammons Communications of TX-*Panhandle*; Sammons Communications of TX-*Stinnett*; Sammons Communications-*University Park*, Highland Park; Sammons Communications of TX-*White Deer*

STELLAR VISION INC (512) 851-2851
4639 Corona
Suite 4A
Corpus Christi TX 78411
Personnel: Richard Morrow, President; Lloyd Merchant, Vice President
Operating Systems: Stellar Vision-*Beeville Naval Air Sta*; Stellar Vision-*Corpus Christi N A S*; Encino Cablevision-*Denver West*; Stellar Vision-*Port O'Connor*; Stellar Vision-*Seadrift*
Non-operating systems: *Orange Grove* (700)
Number of operating systems: 5
Total basic subs: 2,460 (as of 08/82)
Total pay subs: 1,551 (as of 08/82)
Total homes passed: 4,204 (as of 08/82)
Potential homes passed: 700

TCA CABLE TV INC (214) 595-3701
3027 SE Loop 323
P.O. Box 6640
Tyler TX 75711
Personnel: [illegible]
Operating Systems: [illegible]

TELEVISION ENTERPRISES INC (915) 949-2824
117 South A&M
Grape Creek TX 76901
Personnel: James H Francis, President; [illegible], Vice President
Operating Systems: [illegible]
Number of operating systems: 3
Total basic subs: 6,831 (as of 08/82)
Total pay subs: 2,192 (as of 08/82)
Total homes passed: 7,456 (as of 08/82)

TEXAS CABLEVISION, INC (713) 621-2620
1900 West Loop South [illegible]
Houston TX 77027
Personnel: Robert W Johnson, President
Operating Systems: [illegible] Hooks; Kaufman [illegible]; New Boston [illegible] New Boston
Number of operating systems: 4
Total basic subs: 2,556 (as of 08/82)
Total pay subs: 1,771 (as of 08/82)
Total homes passed: 4,750 (as of 08/82)

WESTERN CABLE, INC (817) 697-6433
P.O. Box 662
Lindsay TX 76250
Personnel: Mike Cutler, President & General Manager; Ken St Clair, Vice President; Tim Cutler, Vice President
Operating Systems: Western Cable-*Bremond*; Western Cable-*Calvert*; Western Cable-*Cameron*; Western Cable-*Franklin*
Non-operating systems: *Mart*, *Navasota*
Number of operating systems: 4
Total basic subs: 1,561 (as of 07/82)
Potential homes passed: 3,376

Source: Cablefile/83

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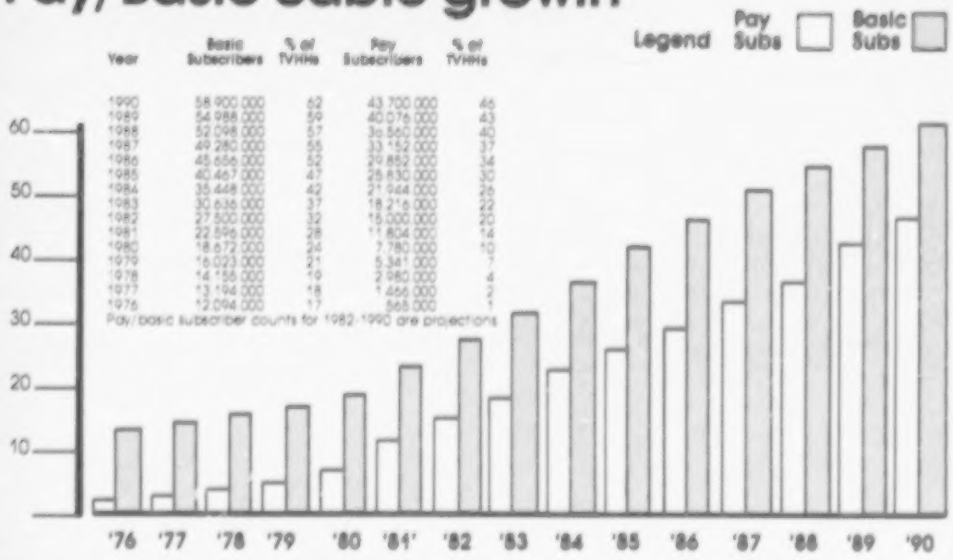
Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Franchising calendar

This chart examines the franchise status of communities during the second half of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC) 8/82

Arizona
Apache Junction—beginning franchise process, currently selecting a cable consultant (expected by 2/83) (8,000 homes)
Goodyear—awarded to Camelback Cablevision (1,000 homes)
South Tucson—awarded to Cox Cable 10/82

California
Beaumont—award to Field Cablevision 8/82 (3,200 homes)
Bellflower—awarded to Communicom Inc. 11/82
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes)
East San Fernando Valley—DOT recommended top-ranked Valley Cable; award expected 1/83
East Yolo—developing enabling ordinance; RFP expected by early summer 1983
El Monte—final agreement signed with Group W 9/14/82
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West; schedule for new bid proposals indefinite
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes)
Lakewood—franchise award to Tribune Cable Co. finalized 11/2/82 (26,000 homes)
Lomita—negotiations with Colony Communications; final agreement expected 2/83
Los Altos—Drafting RFP, expect to issue 4/83
Los Angeles (South Central Region)—sole bid received from Access Inc.; city evaluating proposal
Palo Alto—law firm of Arnold and Porter may assist City Council in drafting RFP; should start bids in April 1983 (22,000 homes)
Pico Rivera—California Cablevision contesting referendum denying them franchise
Placentia—RFP issued 1/83; proposals due 4/15/83 (12,000 homes)
Sacramento—award to United-Tribune Cable 9/27/82 (306,000 homes)
San Buenaventura—no response to RFP
San Fernando—final agreement signed with Valley Cable 1/83
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder)
South Monrovia—Board of Supervisors recommended Falcon Communications (5,450 homes)
South Whittier—United cable recommended; award expected 1/83 (1,700 homes)
Sunnyvale—city received no interest by top 30 MSOs to bid on franchise; negotiating with Sunnyvale Cable TV to renew current franchise
West Covina—issued RFP; proposals due 2/28/83 (28,000 homes)

Colorado
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes)
Lafayette—awarded to Lafayette Communications (Scripps-Howard); ratification election scheduled for 2/22/83 (4,000 homes)
Northglenn—awarded to American Television and Communications
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83
Wheat Ridge—voters approved franchise award to ATC 6/23

Connecticut
Enfield, Hartland, East Granby, Suffield, Windsor Locks, East Windsor, Somers, Stafford and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes)
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,501 homes)

District of Columbia
District council approved cable bill; RFP to be released spring 1983

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes)
Plantation—award to Planned Cable Systems Co. for western area of city
Tampa—final award to Tribune Cable Co. 12/82 (114,000 homes)
Tierra Verde—consultant reviewing five applications: Telenational, Spinning Wheel Enterprises, Ellington Enterprises, Center and Highland Communications

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (uninc. DuPage County Areas)—awarded to Center Communications 11/82
Alsip—nonexclusive franchise awarded to Multimedia Cablevision Inc. 9/82
Bensenville—awarded to Continental Cablevision 11/82
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes)
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes)
Countryside—negotiating with MetroVision and Cablevision of Chicago
Downer's Grove, Darien, Woodridge, Lisle (uninc. DuPage County areas)—negotiating with Cablevision of Chicago
Elmwood Park—pending, no award date set
Glen Ellyn (uninc. DuPage County areas)—negotiating with Group W Cable; negotiations should be finalized 2/83
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected 4/83
LaGrange, LaGrange Park, Indian Head Park, Riverside—individual villages enacting cable ordinances to finalize franchise agreement with Center; final action expected 1/83
Lincolnwood—final agreement with Cablevision of Chicago signed 11/82 (4,000 homes)
Lombard, Oakbrook Terrace, Elmhurst (uninc. DuPage County areas)—awarded to Continental Cablevision 10/82
Morton Grove—award to Continental Cablevision
Naperville—negotiating with Central Communications
Northbrook—award to Cablenet Inc. 10/15/82
Richton Park—award to Center; 3,500 homes
Riverdale—village board awarded Continental a 15-year franchise
South Holland—negotiating with Multimedia; award expected 2/83 (7,400 homes)
Wentzville—surveying residents' interest in cable
Westmont, portions of DuPage County—negotiating with Continental Cablevision; final agreement expected 1/83 (10,000 homes)
Winnetka—considering municipally operated system
Wood Dale, Itasca, Bloomingdale, Roselle, Carol Stream (uninc. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards 10/82 (27,000 homes)

Indiana
Hebron—awarded to Cable Communications Inc. 8/82
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies
Lyons—award to Quality CATV
Munster—awarded to U.S. Cable 12/82

Maryland
Baltimore—two proposals received: Cox Cable and Caltec Cablevision; tentative award date 2/9/83 (302,000 homes)
Chestertown—two proposals accepted: CATV General and Penn Communications; recommendations to council and mayor by 2/7/83
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes)

Massachusetts
Abington—awarded to Campbell Communications 10/82
Acton—awarded to Adams-Russell 9/82 (6,400 homes)
Ashland—RFP issued, proposals due 3/17/83
Ayer—awarded to Nashoba Communications Inc. 11/82
Bedford—award to Adams-Russell (3,813 homes)
Bourne—awarded to Campbell Communications
Braintree—awarded to Adams-Russell 9/20/82 (11,700 homes)
Bridgewater—pending
Cohasset—pending
Danvers—award to Rollins Cablevision of Massachusetts
Hingham—pending
Holbrook—awarded to Continental Cablevision
Holliston—restarting franchise process
Hopedale—awarded to South Massachusetts Cable (Adda Group) 7/19/82
Hull—pending
Lancaster—award pending
Martha's Vineyard—award to Dukes County Cable TV
Medway—awarded to Cablevision Industries 6/7/82

- Texas Show report from San Antonio
- Religious Broadcasters meeting
- USTV and Prudential in DBS together
- CHN gets $50 million lending boost

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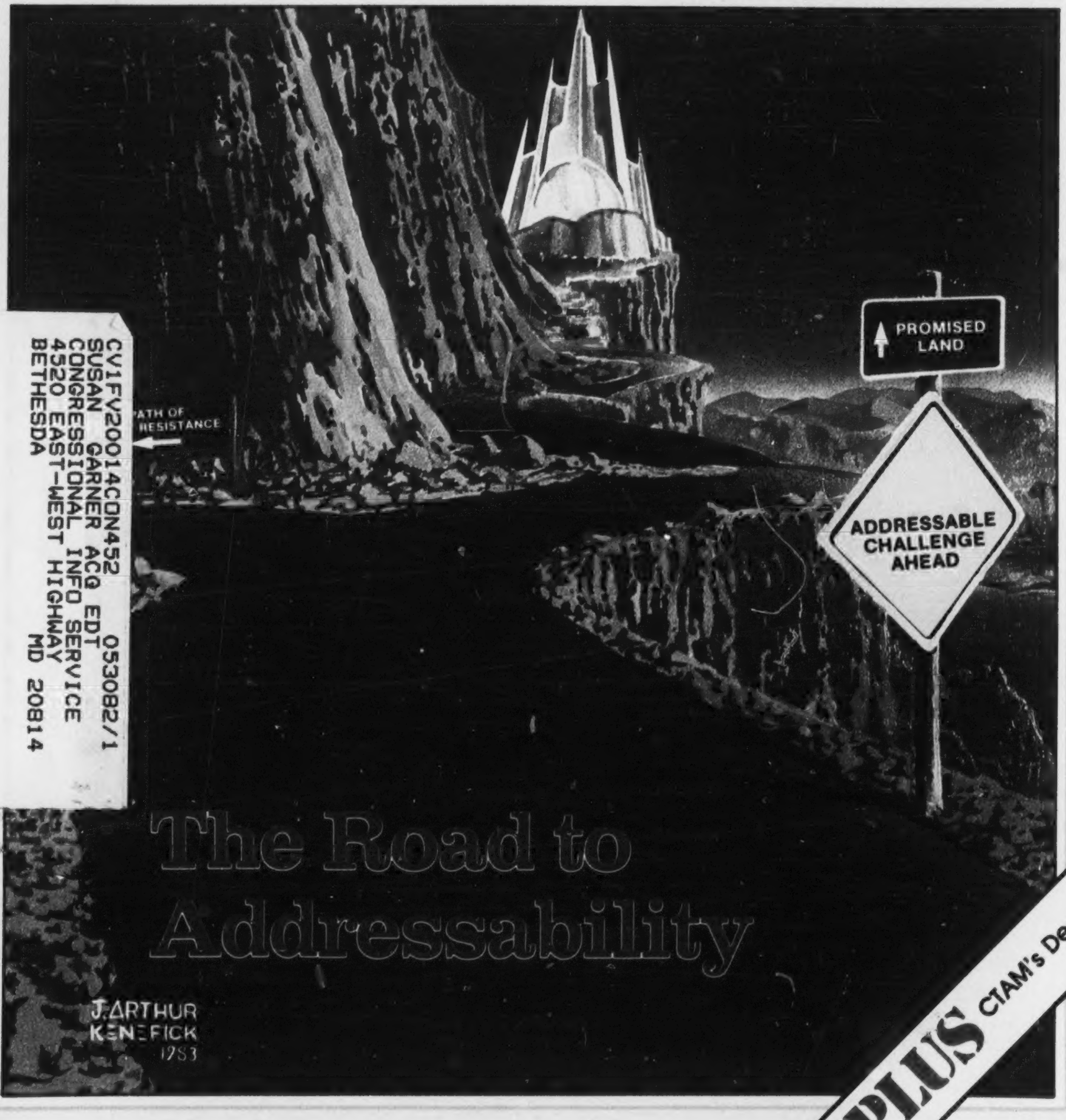
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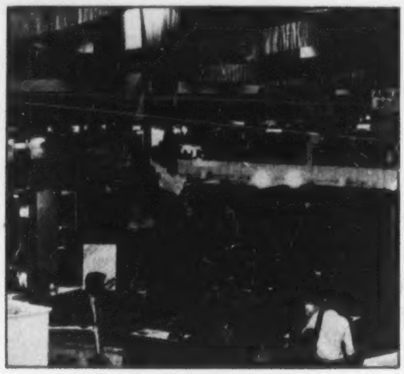


Texas Show roundup

CableVision editors report on seminars and other events at the Texas Show in San Antonio, where approximately 3,000 cable industry leaders and others gathered. **Leading the week, pages 15-23.**

Prudential enters DBS market

The giant Prudential Insurance Co. officially announces its entrance into the DBS race in partnership with United Satellite entrepreneur Francesco Galesi and General Instrument. **Leading the week, pages 15-23.**

Rough waters for S. 66

Senate minority staffer Tom Cohen predicts that the new Goldwater bill will have a tough time getting through the Senate. Democrats there apparently are dissatisfied with the bill, which they say doesn't go far enough. **Leading the week, pages 15-23.**

Protecting cable turf

Cable operators in suburban Washington, D.C., are going into the SMATV business to gain subscribers as their systems are being built. **Leading the week, pages 15-23.**

Converter shortage

Only half of Canada's cable subscribers who had ordered pay services were hooked up by launch Feb. 1 because there were not enough converters to cover orders. Meanwhile, the Canadian Radio-Television and Telecommunications Commission recommended changes in guidelines for programming content, including a minimum of 35 percent Canadian-oriented programming in "peak viewing hours." **Page 25.**

Roadblock under construction

Group W Satellite Communications' much-publicized plan to offer advertisers "roadblocks"—times when ads would appear simultaneously on separate channels—is still under discussion. Services named in the plan are Satellite News Channel, the Nashville Network, Daytime, ARTS, ESPN and Black Entertainment Television. **Page 57.**

Second wave videotex

CBS and AT&T's American Bell Consumer Products initiated the second phase of their joint videotex venture in Ridgewood, N.J.—offering home banking, stock portfolio and calendar services. **Page 57.**

Reaching the untouchables

Speakers at C-TAM's Track Day last week offered their techniques for capturing the 35 percent of television households that refuse to subscribe to cable or have tried it and have disconnected. **Page 59.**

Muscle for the long run

Cable Health Network will receive a $50 million loan from a consortium of banks that network officials expect will ensure CHN's long-term financial viability. **Page 61.**

About the cover

As J. Arthur Kenefick's illustration shows, the way to addressability poses challenges and risks, and great reward.

This week in PLUS

The hesitation blues are rampant among MSOs when the subject is addressability. But they're not universal: Some companies have made major commitments to changing our nonaddressable gear in their existing systems and in some cases are adding it in new-builds. It is up to each company which diverging road it wishes to take: the road to addressability and profits through some probably difficult times, or the path of least resistance with no great risks and no great profits. Our pop quiz on page 39 makes it clear to what extent corporate personality can be determined from views on addressability. . . *CableVision Plus* visited with Dean Waite, the first full-time, paid executive vice president of CTAM. He gives us his views on what he sees in 1983 for CTAM and for cable. CTAM plans to initiate a series of local Track Days and a consumer tracking study done on cable. As for the industry itself, Waite thinks it's so well-positioned that he expects no major threat by DBS or other competitors in the near future. . . So that you won't call the police about the strange van in your neighborhood, and so that you won't look out the window one day to find your backyard dug up along with your prize-winning garden (and so that you will want to subscribe to cable when the construction's finally done), MSOs are doing a great deal of public relations in the construction phase. A little kid-gloves handling can go a long way. Pages 33-56.

PROMISED LAND
PATH OF LEAST RESISTANCE
ADDRESSABLE CHALLENGE AHEAD
J. ARTHUR KENEFICK

ANYBODY·GOT·A·MAP?

Addressability is still puzzling terrain—and the ground is moving underfoot

By Jeri Baker

Connecting the dots formed by major MSOs' attitudes toward addressability creates a pretty clear picture of 1983: Existing systems largely will be left alone while their owners tend to the voracious new markets consuming their every resource.

By the time this year's budgets were being put together, 1982's legacy was apparent. Its hardware and software lessons prompt the current addressability question.

■ Reliability became a receding but still stubborn concern, and one that has its uses. The coverage of equipment failures has tamped down what would have been fiery refranchising negotiations. Strategies found in them a not-unwelcome reason to postpone expensive upgrades and cities generally bought the logic.

- Pay-per-view disappointments dammed projections of a new revenue stream to a trickle.
- The brief and blighted history of CBS Cable and the evanescent look of some of its contemporaries declared there will not be dozens of strong ad-supportable channels to fill premium converter tiers.
- The extraordinary volatility of the pay services in everything from retention to ownership itself similarly undid the conviction that new subscription fare would help recoup equipment costs.

The chart on pages 42-43 lists current and planned addressable markets owned by the MSOs who comprise more than half the cable industry. It makes clear that hesitancy is not universal. TCI, Viacom, Telecable, General Electric and Vision are committed to changeouts of nonaddressable gear, with TCI and GE moving rapidly even before their own hardware—GE's Comband and an off-site unit from TCI—is ready for action.

At least one equipment supplier, Zenith, deduces from customer comments that some 40 percent of 1983 orders are intended for retrofitting existing systems. (See chart below for the ranking of current suppliers and a list of the group at their heels.)

As *CableVision*'s annual construction forecast revealed, the volume of orders for addressable and non-addressable boxes is expected to flip-flop this year, giving the lead to addressables for the first time. But in established operations, non-addressable converter orders projected for 1983 are up 20 percent while addressables are expected to plummet 43 percent from the 1982 level.

In a complex counterpoint to Zenith's optimism, ATC, which gets a royalty on every Z-tac box (based on its development of the STV decoder technology that spawned Z-tac), is itself moving slowly. It is testing Zenith hardware in only two systems. Its Denver franchise award included a promise of addressability, of course. But elsewhere, it has yet to firm plans for up to ten retrofits for 1983.

Meanwhile, it is developing off-site addressable hardware with Toshiba on the theory, according to Research Vice President Bob Rast, that, "There's plenty of time. By the time our equipment is available generally, there will be hundreds of millions left to be spent on introducing addressability."

Even among MSOs whose brakes seem locked, there is little quarreling with United Cable President Fred Vierra's assessment that, "We are at a crossroads."

It's an apt image: Operators are in the middle, worried that they've gone too far already in upgrades that did (or didn't) include addressability, and they're worried about missed opportunities in the near term if they do (or don't) add it soon.

"Intuitively, everybody thinks it's a great idea," Vierra continues. "But, on the evidence, nobody can make the statement with any certainty."

Vierra thus plunges into a kind of psychological thicket that, absent any case study successes with addressability, leaves corporate intuition to govern corporate planning.

The subject of our interviews was not so much new markets, where addressability was just a part of the ante. The truer index of commitment is in changeout plans. And where there is discretion, where refranchising is not hostage to a pledge to go addressable, most MSOs have bowed to uncertainty. If we can just wait, goes the refrain, prices will come down, reliability will go up, programming will be developed and outside-the-home equipment will be available.

The suppliers

Company	Model	Units Produced 1982	Units Delivered 1982	Price
Jerrold	Starcom	844,530 (1-12/82)	502,700 (6-12/82)	$116-133/10,000
Oak	TotalControl	1.1 million	625,000	$120-150/10,000
Zenith	Z-TAC	300,000	270,000	$145/10,000
TOCOM	5504B	80,000	80,000	$145/10,000
Pioneer	BT 1300	N.A.	N.A.	$151/10,000
Octagon Scientific	R03R-2,3,4	N.A.	25-30,000	N.A.
Scientific-Atlanta	Series 8500	N.A.	N.A.	$124.40/1,000

Joining the ranks

The following companies are among those testing new addressable gear and planning bulk production in the next 20 months.

Company	Model	Price	Comments
Eagle Comtronics	1001-SG	Unavailable	Verbal commitments in hand Available 2nd quarter
GTE	4040	Unavailable	Testing begins this month In production in June
Pico*	Addressable Terminal	$125/unit	Testing completes this month In production in April
Times Fiber	Mini-Hub	N/A	Taking orders
C-COR*	SCAT	$200-220/unit	
Texscan*	TRACS	$150-200/unit	
Anixter Communications	Hamlin Converter	Undetermined	
CableData	HTU	$197/unit	Taking orders
Toshiba/ATC*	?	Undetermined, but "competitive with in-home equipment."	2000 units in field by year-end for prove-out period of six months. Production slated for 2nd quarter 1984
General Electric	Comband	$200	Bandwidth suppression system (2:1) to be tested in GE systems as soon as possible. To be marketed in 1984.

*outside-the-home hardware

Top MSOs' addressable markets

Company	Market	Category	Equipment	Subscriber universe accessed by addressability
TCI	Hobbs, N.M.	Changeout*	Jerrold	30-40 percent by end '83; 100 percent by end '84
	Jefferson City, Mo.	Changeout	Jerrold	
	Lebanon, N.H.	Changeout	Jerrold	
ATC	Jackson, Miss.	Test	Zenith	2 percent by 1st quarter '83; further projections N/A
	Shreveport, La.	Test	Zenith	
Group W	Portsmouth, Ohio	Changeout	Jerrold	15 percent by end '83; 20+ percent by end '84
	Middletown, Conn.	Test	Oak	
	Irving, Texas	Changeout	Zenith	
	Seal Beach, Calif.	New-build**	Zenith	
	Santa Ana, Calif.	New-build		
	Buena Park, Calif.	New-build		
	Gardena, Calif.	New-build		
	South Gate, Calif.	New-build		
	Torrance, Calif.	New-build		
	Hawthorne, Calif.	New-build	Zenith	
	Lawndale, Calif.	New-build	Zenith	
	Elmonte, Calif.	New-build	Zenith	
	Arcadia, Calif.	New-build	Zenith	
	Anoka, Minn.	New-build	Zenith	
	Glenellyn, Ill.	New-build	Zenith	
	Northern suburbs of Minneapolis	New-build	Zenith	
	Skokie, Ill.	New-build	Zenith	
	Chicago	New-build	Zenith	
	St. Louis	New-build	Zenith	
Cox Cable	San Diego	Changeout (partly two-way)	Oak	Under 10 percent one-way by end '83; under 3 percent two-way by end '83
	Omaha, Neb.	Changeout (partly two-way)	Oak	
	Spokane, Wash.		Oak & Jerrold	
	Vancouver, Wash.	Changeout	Jerrold	
	Tucson, Ariz.	Changeout	Jerrold	
	Ft. Wayne, Ind.	Changeout	Jerrold	
	Santa Barbara, Calif.	Changeout	Oak	
	Saginaw, Mich.	Changeout	Jerrold	
	New Orleans	New-build	Jerrold	
Storer	Florissant, Mo.	New-build	TOCOM	8 percent by end '83; 10 percent by end '84
	Northwest suburbs of Minneapolis	New-build	Zenith	
	Washington County, Ore.	New-build	Undecided	
	Glendale, Ariz.	New-build	TOCOM	
	northern Prince Georges County, Md.	Changeout	Undecided	
	Anaheim, Calif.	Changeout	TOCOM	
Warner Amex	Columbus, Ohio	New-build	Pioneer	Projections scanty, but potential QUBE homes total 67 percent of homes under franchise
	Cincinnati	New-build	Pioneer	
	Pittsburgh	New-build	Pioneer	
	Dallas	New-build	Pioneer	
	Houston	New-build	Pioneer	
	St. Louis	New-build	Pioneer	
	Chicago suburbs	New-build	Pioneer	
	Milwaukee	New-build	Pioneer	
	Queens, Brooklyn	New-build	Pioneer	
Times Mirror	Las Vegas, Nev.	New-build	Oak	13 percent by end '83
	Weymouth, Mass.	New-build	Jerrold	
	Brookline, Mass.	New-build	Jerrold	
	Long Beach, Calif.	Part new-build, part changeout	Sylvania or Regency	
Rogers-UA	Decision deferred for six-eight months because of new and rebuild capital committments. Had been close to an order from Zenith for upgrades in San Antonio, Westchester and Suffolk counties, N.Y., and northern New Jersey.			
Newhouse Broadcasting Newchannels	Binghamton, N.Y.	Changeout	Octagon Scientific	4 percent by end '83
	Syracuse, N.Y.	Changeout	Octagon Scientific	
	Northern Syracuse, N.Y.	Changeout	Octagon Scientific	
Vision	Clearwater, Fla.	New-build	Octagon & Jerrold	33 percent by end '83 45 percent by end '84
	Charlotte, N.C. suburbs	New-build	Jerrold	
	Bergen County, N.J.	Changeout	Octagon	
	Jacksonville, N.C.	Changeout	Jerrold	
	Wilmington, N.C.	Changeout	Undecided	
	Florence, S.C.	Changeout	Undecided	
	Sumter, S.C.	Changeout	Undecided	

Company	Market	Category	Equipment	Subscriber universe accessed by addressability
Metrovision	Farmington, Mich.	New-build	Jerrold	Under 10 percent by end '83; 18 percent by end '84
	Prince Georges County, Md.	New-build	Undecided	
Continental	Springfield, Mass.	New-build	Regency & Octagon	4-5 percent by end '83
	Brockton, Mass.	New-build	Regency & Octagon	
	Freeport, Ill.	Changeout	Undecided	
Viacom	Milwaukee, Wis.	New-build	Zenith	N/A
	San Francisco, Calif.	New-build	Zenith	
	Nashville, Tenn.	New-build	Oak	
	Mountain View, Calif.	New-build	Zenith	
	Central Islip, N.Y.	Changeout	Undecided	
United	Ocean City-Berlin, Md.	Changeout	Jerrold	10-15 percent by end '83; 25-30 percent by end '84
	Scottsdale, Ariz.	New-build	Jerrold	
	Chaska, Minn.	New-build	Jerrold	
	Chacopee, Minn.	New-build	Jerrold	
	Oakland County, Mich.	New-build	Jerrold	
	Tulsa, Okla.	Test	CableData	
Sammons Communications	Whittier, Calif.	New-build	Oak	N/A
	Ft. Worth, Texas	New-build	TOCOM	
	Glendale, Calif.	New-build	Oak	
Telecable	Arlington, Texas	New-build	Zenith	40-45 percent by end '83; 50 percent by end '84
	Roanoke Rapids, N.C.	Changeout	Zenith	
	Princeton, W. Va.	Changeout	Zenith	
	Selma, Ala.	Changeout	Zenith	
	Auburn, Ala.	Changeout	Zenith	
	Decatur, Ala.	Changeout	Zenith	
	Springfield, Mo.	Changeout	Zenith	
	Racine, Wisc.	Changeout	Zenith	
	Columbus, Ga.	Changeout	Zenith	
	Overland Park, Kan.	Changeout	Zenith	
	Kokomo, Ind.	Changeout	Oak	
	Bloomington, Ill.	Changeout	Zenith	
	Spartanburg, S.C.	Changeout	Zenith	
	Greenville, S.C.	Changeout	Zenith	
	Beckley, W. Va.	Changeout	Zenith	
	Cleveland, Tenn.	Changeout	Zenith	
	Radcliffe/Ft. Knox, Ky.	Changeout	Zenith	
	Lexington, Ky.	New-build	Zenith	
	Broward County, Fla.	Changeout	Zenith	
Capital Cities	Highland park/ Deerfield, Ill.	New-build	Oak	2 percent by end '83; 3-4 percent by end '84
General Electric	Anderson, Tenn.	Changeout	Oak	92 percent by end '83; 100 percent by end '84
	Biloxi, Miss.	Changeout	Oak	
	Decatur, Ill.	Changeout	Oak	
	Evansville, Ind.	Changeout	Oak	
	Grand Rapids, Mich.	Changeout	Oak	
	Peoria, Ill.	Changeout	Oak	
	Vacaville, Calif.	Changeout	Jerrold	
	Watertown, N.Y.	Changeout	Oak	
	Wyoming, Mich.	Changeout	Jerrold	
	Hattiesburg, Miss.	Changeout	Undecided	
	Merced, Calif.	Changeout	Undecided	
Cablevision Systems	Fairfield, Conn.	New-build	Jerrold	33 percent by end '83
	Chicago suburbs	New-build	Oak	
	Boston	New-build	Jerrold	
Heritage Comm	Compton, Calif.	New-build	Octagon	3 percent by end '83
	Bartlett, Tenn.	New-build	Octagon	
	Des Moines, Iowa	Test	Four suppliers	
Comcast	Sterling Heights, Mich.	New-build	Jerrold	25 percent by end '83
	Willow Grove, Pa.	Retrofit	Jerrold	
Liberty	Suburbs of Portland, Ore.	New-build	Jerrold	Under 2 percent by end '83
Wometco	NONE			
Telemedia Corp.	Lake County, Ohio	New-build	Jerrold	16 percent by end '83
	Lake Erie complex	Retrofit	Jerrold	
TCA Group	NONE			Will test in "a very small system" within the year

This listing was compiled from information available from MSOs at this time and is not meant to be all-inclusive.

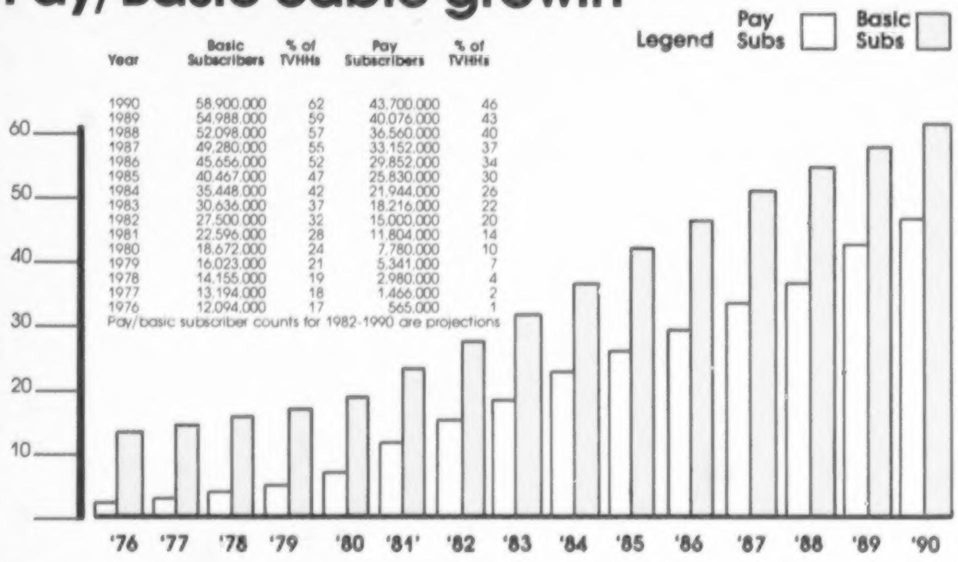
*Changeouts include switches from traps and nonaddressable converters.

**"New-build" describes systems at the introduction of addressability, not necessarily their current state.

‡ Scientific-Atlanta information is unavailable.

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Film product comparison—February

Film	Pay Networks					Distributor
A Stranger Is Watching	HBO		TMC *			MGM/UA
Across the Great Divide	HBO*		(TMC)			Simcom
Adventures of the Wilderness Family	(HBO)	ST*	(TMC)			Simcom
Adventures of the Wilderness Family Part II		ST	TMC			Simcom
American Pop		(ST)	TMC			Columbia
Animals Are Beautiful People		ST*			(C)	Warner Bros
Arthur	HBO*	(ST)	(TMC)	(HTN)		Warner Bros
The Bad News Bears	HBO					Paramount
Barbarella		(ST)	TMC			Paramount
Barbary Coast		ST				Samuel Goldwyn Co
The Barretts of Wimpole Street		ST				MGM/UA
Birth of the Beatles			TMC			Worldvision
Blow Out		(ST)			C*	Orion
Breaker Morant		ST	(TMC)	(HTN)	(C)	New World
Breaking Up Is Hard To Do					C	Columbia
Bustin' Loose	HBO	(ST)	TMC			Universal
Butterfly			TMC			Par-Par
Cannery Row	HBO		TMC	HTN		MGM/UA
The Cannonball Run	(HBO)				C*	HBO
Captain America II				HTN		Universal
Carnal Knowledge		(ST)			C*	Embassy
Cat and the Canary			TMC	HTN*		Quartet
The Catered Affair		ST				MGM/UA
Caveman		(ST)	TMC			MGM/UA
Chain Reaction		ST*	(TMC)			Warner Bros
Challenge To Be Free	HBO		TMC			Simcom
Chanel Solitaire	HBO		(TMC)			United Film
The Chant of Jimmie Blacksmith					C*	Orion
Chu Chu and the Philly Flash			TMC	(HTN)		20th Century-Fox
Convoy	HBO*		(TMC)			MGM/UA
Dark Eyes		ST				K-Pay
Death Hunt					C	20th Century-Fox
Death Wish II					C	Orion
Die Laughing		ST*				Warner Bros
Diner		ST	TMC		C	MGM/UA
Dirty Tricks	HBO					Mutual
Dragonslayer	HBO	ST	TMC			Paramount
The Dream Never Dies				HTN*		IFEX
Drive, He Said					C	Columbia
The Drowning Pool				HTN*	(C)	Warner Bros
Endless Love	(HBO)				C	PolyGram
Evilspeak		ST				Frank Moreno Co
Extreme Close-Up		ST				Mann
Father of the Bride				HTN*	(C)	MGM/UA
Fiddler on the Roof		(ST)	(TMC)	HTN*	(C)	MGM/UA
The Fighting Sullivans					C*	Crystal Pictures
The Final Conflict		ST*	TMC			20th Century-Fox
Find the Lady			TMC			Atlantic
The Fixer				HTN	(C)	MGM/UA
For the First Time		ST				MGM/UA
Force 10 From Navarone					C	Orion
Four Friends	HBO*		TMC*			Orion
Gallipoli	(HBO)	ST*	(TMC)	(HTN)		Paramount
The Gang That Couldn't Shoot Straight				HTN*	C	MGM/UA
Garde A Vue			TMC			Fred Baker
Geordie					C*	Alan Enterprises
Get Rita				HTN*		K-Pay
Golden Rendezvous	HBO					G. R Corp
Greased Lightning	(HBO)	ST		(HTN)		Warner Bros
The Great Bank Hoax				HTN*	(C)	Warner Bros
The Great Caruso				HTN*	C*	MGM/UA
The Great Train Robbery		ST*		HTN*	(C)	MGM/UA
The Groove Tube	HBO					Picturemedia
Gulliver's Travels	HBO*					Viacom
The Gumball Rally		ST		HTN*		Warner Bros
The Hand			TMC			Warner Bros
Harold and Maude		ST			C	Paramount
Heartland		ST*	TMC*			William Morris
Heaven Can Wait		(ST)		HTN*		Paramount
Heavy Metal			TMC*			Columbia
Hondo	HBO			(HTN)		Batjac
H.O.T.S.			(TMC)		C	Blum Group
Hot T-Shirts					C	Wrightwood
Human Feelings					C	Worldvision
The Hurricane		ST				Samuel Goldwyn Co
Hussy		ST				WW Entertainment
I Love Melvin				HTN*		MGM/UA
I Sent a Letter to My Love		ST	TMC	HTN*		Atlantic
Island of 1,000 Delights		ST				K-Pay
It Rained All Night the Day I Left			TMC*			Viacom
Jack and the Beanstalk	HBO*	ST		HTN		Columbia
Jupiter's Darling				HTN*		MGM/UA
The Kid From Not-So-Big	(HBO)			HTN*		Film Gallery
Kill and Kill Again		ST*				Film Ventures
The King of Marvin Gardens					C	Columbia
King Solomon's Mines		ST				MGM/UA
The Lady in Red					C	New World
Lady Oscar			(TMC)	HTN*		Sanrio
The Last Hunt					C	MGM/UA
The Last Metro		ST*		HTN		MGM/UA
Leopard in the Snow					C	New World
Let the Balloon Go				HTN		Interplanetary
Let's Do It Again		ST*			(C)	Warner Bros
Liar's Moon	HBO*		(TMC)			Crown International
Magic					C*	Viacom
The Magic of Lassie	HBO*					Lassie Productions
Making Love	HBO		TMC			20th Century-Fox
Malachi's Cove			TMC			Atlantic
Man of La Mancha			(TMC)	HTN	C	MGM/UA
The Man Who Loved Women					C	Aimi Group

Cable stats

Film	Pay Networks					Distributor
Marco Polo, Jr				HTN*		SMA Entertainment
McVicar			TMC			Crown International
Middle Age Crazy					C*	HBO
Monthy Python's Life of Brian		ST				Warner Bros
The Mouse and His Child			(TMC)		C*	Sanrio
My Bloody Valentine		ST*				Paramount
The Mystery At Castle House					C	Satori
National Lampoon's Animal House	HBO	ST	TMC			Universal
Neighbors	HBO*					Columbia
The Night the Lights Went Out in Georgia	(HBO)				C*	Viacom
Nightwing					C*	Columbia
Norman Is That You?					C	MGM/UA
On the Right Track		ST	TMC	(HTN)		20th Century-Fox
Once In Paris				HTN		Castle Hill
Only When I Laugh	(HBO)				C	Columbia
Ordinary People		ST*			(C)	Paramount
Our Very Own		ST				Samuel Goldwyn Co
Outland	(HBO)	ST*	(TMC)	(HTN)		Warner Bros.
Pacific Inferno			TMC			SMA Entertainment
Pennies From Heaven	HBO*	(ST)	(TMC)			MGM/UA
Period of Adjustment		ST				MGM/UA
Popeye			(TMC)	HTN*		Paramount
The Postman Always Rings Twice		ST*	TMC		C	Lorimar
Pretty Baby			TMC		C	Paramount
The Pride of the Yankees					C	Samuel Goldwyn Co
Private's Progress					C	Alan Enterprises
Raggedy Man	HBO			HTN*		Universal
Raintree County		ST	TMC	HTN*		MGM/UA
Rollover	HBO*	(ST)	TMC*			Warner Bros
The Runaways	HBO				(C)	Worldvision
Saint Jack					C*	New World
Sapphire					C	Janus
The Seduction	HBO	ST	TMC			Embassy
The Sensuous Nurse		ST				Castle Hill
The Shogun Warriors Gai King		ST				Blum Group
Sharkey's Machine	HBO	ST	TMC			Warner Bros
She's 19 and Ready					C*	TeleMine
The Shootist	HBO					Paramount
Silent Movie			TMC			20th Century-Fox
Sleeping Dogs	HBO*				(C)	Satori
Smash Palace	(HBO)	ST*	TMC*			Atlantic
St. Helens	(HBO)				C	Michael Murphy
Star Wars	HBO	ST	TMC	HTN		20th Century-Fox
Stir Crazy		ST	(TMC)			Columbia
The Story of Gilbert and Sullivan					C	Alan Enterprises
The Stunt Man		ST				Viacom
Sunday in New York		(ST)		HTN	(C)	MGM/UA
Super Fuzz	HBO					Embassy
Superman II	HBO*	(ST)	(TMC)	(HTN)		Warner Bros
Swamp Thing	HBO	ST	TMC			Embassy
Take This Job and Shove It	HBO				(C)	Embassy
The Tender Trap				HTN*		MGM/UA
Thief	HBO	ST	(TMC)			MGM/UA
Ticket to Heaven		ST				Stalker
Time Bandits		(ST)	TMC			Embassy
To Die of Love					C	MGM/UA
Tommy					C*	Columbia
Two Weeks In Another Town				(HTN)	C*	MGM/UA
The Ultimate Warrior					C*	Warner Bros
Urgh! A Music War		ST*	(TMC)			Lorimar
The Venetian Affair				HTN*		MGM/UA
Vice Squad	HBO*	(ST)	(TMC)			Embassy
Victory	(HBO)			HTN		Lorimar
West of Zanzibar					C	Janus
You Light Up My Life					C	Columbia

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in September, October, November, December and/or January.

■ An asterisk following a network indicates the film is a carry-over from September, October, November, December and/or January.

■ In total, 165 films appear on the February schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (September-December 1982, January-February 1983), seven films appeared on four of the five networks, 23 on three and 53 on two networks. Eighty-two films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 30, followed by Warner Brothers with 16 and Columbia with 12.

■ "Star Wars," the chronicle of Luke Skywalker's journey into a galaxy far, far away, lands a clean sweep of the program guide covers this month. Along with "Star Wars" on the HBO/Cinemax guide cover: "Death Wish II," "Sharkey's Machine," and the Fleetwood Mac rock concert special.

Top 20 MSOs

Rank	Multiple System Operator	Subscribers
1.	Tele-Communications Inc.[1]	2,255,000
2.	American Television and Communications	2,104,705 (10/82)
3.	Group W Cable	1,838,922
4.	Cox Cable Communications	1,290,880
5.	Warner Amex Cable Communications	1,200,000
6.	Storer Cable Communications	1,163,187
7.	Times Mirror	756,743 (11/82)
8.	Rogers-UA Cablesystems	705,266
9.	Newhouse Broadcasting[2]	683,327
10.	Continental Cablevision	619,000
11.	Viacom Cablevision	609,907
12.	United Cable Television Corp.	538,830
13.	Sammons Communications Inc.	522,448
14.	TeleCable Corp.	382,009
15.	Capital Cities Cable	314,283 (11/82)
16.	General Electric Cable Corp.	303,300 (11/82)
17.	Cablevision Systems Development	283,000
18.	Comcast Cable Communications	283,000
19.	Heritage Communications Group	271,864
20.	Liberty Communications	238,790

[1] Number is a company estimate; the last official subscriber count is as of 12/82.
[2] Includes MetroVision, NewChannels, Vision Cable

Top 20 systems

Rank	Location	Operator	Subscribers
1.	San Diego, Calif.	Cox Cable	220,836 (10/82)
2.	Woodbury, (Long Island), N.Y.	Cablevision Systems	174,000 (11/82)
3.	Manhattan, N.Y.	ATC	166,725 (9/82)
4.	West Orange, N.J.	Maclean Hunter	145,291
5.	San Antonio, Texas	Rogers-UA Cablesystems	145,196
6.	Wayne, N.J.	Rogers-UA Cablesystems	113,958
7.	Tulsa, Okla.	United Cable TV	103,374
8.	Austin, Texas	ATC	98,900 (9/82)
9.	Audubon, N.J.	NYT Cable	98,490
10.	Erie County, N.Y.	Prime Cable	97,733
11.	San Jose, Calif.	Gill Industries	94,000
12.	Tidewater, Va.	Cox Cable	89,288 (9/82)
13.	Central Islip, N.Y.	Viacom	84,937
14.	Orlando, Fla.	ATC	82,300 (6/82)
15.	Seattle, Wash.	Group W Cable	81,962
16.	Jefferson Parish/Kenner, La.	Cox Cable	80,160 (9/82)
17.	Toledo, Ohio	Buckeye Cablevision	77,348
18.	Baltimore County, Md.	Caltec Cablevision	79,496
19.	Manhattan, N.Y.	Group W Cable	76,636
20.	Memphis, Tenn.	ATC	73,400 (9/82)

Note: Subscriber counts for MSOs and systems are as of 12/82 unless noted otherwise.

/ C8920-2 2/10/83

- TCI buys out Liberty Communications stock
- Rogers and UACC divide cable venture
- Early returns on 'Pirates' sales
- CablePAC nets $52,198 in 1982 campaign

CableVision

The news and features weekly of the cable television industry February 21, 1983 $3.00

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PLUS ATC's Gene Linder

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Liberty

TCI gains weight

Tele-Communications Inc. added to its subscriber base with the acquisition of Liberty Communications, the nation's 22nd largest MSO. **Leading the week, pages 15-18**.

Cable forecast: heavy snow

Distant signal channels in systems serving more than 6 million cable subscribers will go blank when higher copyright royalty fees go into effect March 15, according to a National Cable Television Association survey. **Leading the week, pages 15-18**.

Rogers UA partnership split

Rogers Cablesystems and United Artists Communications agree to part ways after 14 months and dissolve the Rogers UA Cablesystems MSO. Spokesmen for both companies say no enmity was involved in the split. Division of the MSO's systems between the two partners will be determined within the next two to six months. **Leading the week, pages 15-18**.

'Pirates' sales stall

CableVision's survey of several systems around the U.S. found penetration rates for Universal's *Pirates of Penzance* pay-per-view event Feb. 18 may range from 3 to 20 percent. Several major first-run movie theater owners say they won't run *Pirates* or any other movie that is simultaneously presented on cable. **Leading the week, pages 15-18.**

Bewildering options

IRTS seminar panelists in Long Island last week said consumers don't understand the distinctions between pay-per-view, pay TV and basic cable. **Page 21**.

TEC's marketing makeover

Acknowledging its high disconnect rate in key affiliate systems, The Entertainment Channel is revamping its rate card and mature sales and retention strategies, and offering a new pitch book, simplified promotional guide and a new starter kit. **Page 28**.

Pooling their resources

Three Cleveland-area cable operators with systems passing 293,000 homes pooled $100,000 in co-op ad money to promote CHN, ESPN, USA and WTBS in a year-long local multimedia buying experiment. **Page 53**.

The Dayton seven

A microwave interconnect between Continental and Viacom systems will reach 128,788 subscribers and provide local ad avails on CNN, ESPN, MTV, USA and CHN starting March 1. **Page 53**.

In the public interest

NYU advanced students teach 22 nonprofit organizations how they can best use the new media. **Page 55**.

HBO sells to hotel chain

Service to Marriott will start this fall. HBO reassures cable operators that the agreement in no way affects its policy against providing service to SMATV systems. **Page 58**.

Who got CablePAC money

Federal candidates and political committees received $52,192 from the cable industry PAC. **Page 66**.

Can you hear shouting?

Al Swift, a member of the House Telecommunications Subcommittee, tells N.Y. Cable Club members that congressional action to negate higher copyright royalty fees will depend in part on the extent of subscribers' protests. **Page 66**.

About the cover

J. Arthur Kenefick's illustration conveys Madison Avenue's dilemma over cable, a technology that many in the advertising community once hailed in theory but not in practice.

This week in PLUS

Now that its flowery rhetoric about cable advertising has subsided, Madison Avenue is taking a second look at the medium, and this time it's searching for facts and figures, not flights of fancy. How will cable hold up to this reweighing? . . . Gene Linder, ATC's executive director of programming, talks with *CableVision Plus* about his efforts on a community level and discusses the general programming concerns of a major MSO . . . The three major TV networks have appealed the FCC's syndication rights and franchise interest ruling, contending that the ruling gives pay networks an unfair advantage. Pay networks, on the other hand, argue that their ability to fund programming and to produce their own material is the only weapon they have that allows them to compete with the big three at all. **Pages 29-52**.

J. Arthur Kenefick

MADISON AVENUE: TAKING INVENTORY

Ad agencies re-evaluate cable—the talk now is numbers and deals, not revelation and revolution

By David Stoller

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The high pitch of cable rhetoric by advertisers and ad agency executives reached its zenith at the beginning of 1982 when speakers at various conventions and in interviews began to describe the medium in religious and political terminology. Some called cable a "second coming"; others said it was a "revolution"; still others spoke of it as a "reincarnation."

During the previous two years the levels of rhetoric about cable advertising expanded like a helium balloon, until it seemed to some observers that agencies and advertisers were more enamored of their speechwriter's words than they were of the medium they were making all the speeches.

The facts were that cable advertising spending, while it increased from 1980 to 1982, never reached as high a level as the rhetoric did. Meanwhile, speech after speech proclaimed that cable advertising was going to change everything, from the way agencies and their clients interacted to the way the country as a whole reacted to advertising. But the tone of the speeches has changed since then.

A sense of realism about the medium and its potential now has replaced the once flowery flights of fancy that took over Madison Avenue during those early days. Now the talk is numbers, figures and deals, not revelation and revolution.

Jerry Della Femina, the infamous wisecracking ad genius, started the cable helium balloon toward the earth during a seminar on cable sponsored by the Advertising Club of New York in early 1982. "I know nothing about cable. I don't like it," Della Femina said. "I don't know why I'm here. I use it as a weapon against the network continuity departments. I say, I'll take it to Turner."

But men like Della Femina, who made their names and fortunes in broadcast television, were puncturing holes in the cable rhetorical balloon at the same time as other agency executives—some young, some not so young—saw cable for what it truly was: an opportunity to help their clients. Several agency executives from media departments staked their claims and made themselves famous by their use and understanding of cable, not only by their preaching.

The incorporation of cable at major agencies has resulted in a structural challenge. About half of the agencies established special new electronic media task forces or assigned a particular individual to "cover" the new television. These agencies include BBDO, Dancer Fitzgerald Sample, Ted Bates, Young & Rubicam, J. Walter Thompson, Foote Cone & Belding, McCann-Erickson, Compton, and Doyle Dane Bernbach. Other agencies, including N.W. Ayer, Benton & Bowles and SSC&B, have no special committees, but rely on their personnel to "be aware of" and to "understand" cable.

Still, at all the major agencies, one or two individuals have emerged as in-house cable experts. Among these cable mavens are Jay James, Doyle Dane Bernbach; Ron Kaatz, J. Walter Thompson; Arnie Semsky and Paul Green, BBDO; Ira Tumpowsky, Young & Rubicam; Beverly O'Malley, Dancer Fitzgerald Sample; Phil Guarascio, Benton & Bowles; Hadassa Gerber, McCann-Erickson; John Hunt, Ogilvy & Mather; Marcella Rosen, N.W. Ayer.

Other important agency names include Greg Blaine, Foote Cone & Belding; Joel Segal, Ted Bates; Jack Otter, SSC&B; Bill Cameron, Needham, Harper & Steers; Carol Karasick, Compton; Robert Geis, Wells Rich Greene; Ned Gelband, Della Femina, Travisano & Partners; Norm Varney and Garth Hallberg, J. Walter Thompson; Dick Simon, D'Arcy-MacManus & Masius; and Jayne Zenaty, Leo Burnett.

It is this knowledgeable group of ad executives whose choices and buys have made some networks winners and other losers. Their visions about cable have moved it from rhetoric to pragmatism.

A second look

The loss of network share points, especially in cable and pay cable homes, is perhaps the single most important factor in the increasing acceptance and use of cable television by advertisers. Agencies that two years ago made beautiful pronouncements about cable's potential, but did not buy, are now making tightly lipped and unheralded purchases of the medium.

As agencies have moved away from their rhetoric, they have also moved away from trying to make fast and quick judgements about cable. They are looking at it for its inherent value.

This is both good and bad for

Every major agency reports developments in special commercials and programs for the coming year. But if the economy doesn't pull out of the recession, these plans could be shelved.

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Major ad agency cable spending patterns 1980-1983

Agency	Year 1980	1981	1982	1983 (estimated)
N.W. Ayer	N/A	$1,000,000	$2,000,000	$3,000,000
Ted Bates	N/A	N/A	3,200,000	4,500,000
BBDO	$3,000,000	7,000,000	10,000,000	N/A
Benton & Bowles	2,000,000	4,000,000	8,000,000	8,200,000
Compton	1,500,000	3,000,000	6,500,000	8,000,000
Dancer Fitzgerald Sample	1,000,000	5,000,000	7,000,000	10,000,000
Doyle Dane Bernbach	N/A	3,500,000	7,000,000	14,000,000
Foote Cone & Belding	1,000,000	2,200,000	4,500,000	10,000,000
Grey	1,400,000	3,500,000	4,500,000	5,300,000
Needham Harper & Steers	N/A	N/A	3,000,000	3,300,000
McCann Erickson	N/A	N/A	N/A	N/A
Ogilvy & Mather	N/A	2,500,000	3,500,000	5,000,000
J. Walter Thompson	N/A	5,000,000	8,000,000	6,000,000* (committed as of 12/21/82)
SSC&B	N/A	300,000	800,000	1,000,000
Welles Rich Greene	N/A	200,000	750,000	1,500,000- 2,000,000
Young & Rubicam	6,000,000	12,000,000	22,000,000	25,000,000

cable. When cable was the darling of the industry, it could do no wrong, but it also wasn't being used that much. Now that the baby fat is melting from cable's flanks, it can no longer cry out that it is being treated unfairly or is not being looked at realistically. But with maturation comes responsibility.

Says Ron Kaatz, J. Walter Thompson senior vice president, "We talk about the value of getting in early, but it (cable) must be evaluated in the media process. Cable must offer an outstanding environment or efficiency—you don't just do it to do it."

The fact that cable has become the responsibility of agency media departments says a great deal about why the business has evolved the way it has. If the creative departments at agencies had taken full responsibility for developing cable usage patterns, things would be different. But for all intents and purposes, most agency creative departments are in the same place today that agency media departments were two years ago: spouting rhetoric in about the medium's creative potential.

Few infomercials and new commercials for cable have been produced. And while several cable-originated programs have been developed by agencies for their clients, these ideas have been hatched in media departments and in cable task forces, not in creative divisions.

Buying by the numbers

Because cable has become the bailiwick of media executives, the interest in and importance of audience ratings numbers have been incorporated snugly into agency cable philosophies and buying patterns. During the heady days of 1980 and 1981, buys were made based on whatever statistical research was available. Often, this was pretty slim stuff. But as 1982 rolled around, this "seat of the pants" approach was just not enough.

In 1982, Madison Avenue began to forcibly ask cable for numbers. Then they began to scream—loudly. Almost like Kruschev at the United Nations, cable media buyers, speaking at cable advertising panels and in trade articles, pounded their shoes on the table demanding that cable produce significant audience research based on standard television models.

Another major factor in cable media policy since 1980 has been the economy. The poor economy over the past recessionary years in some cases has dried up funds earmarked for cable. Ironically, as the economy plummeted, the country's major commercial broadcast networks, which were already losing audiences to cable, dramatically increased their advertising rates. Still, media buyers, trained and weaned on broadcast televison for 30 years, continued to pay the price.

While agency executives had talked about creating "pools" of cable money at one time, the rising cost of broadcast rates forced them to admit that they were trimming and in some cases eliminating the amount allocated for cable.

But the facts were clear. Cable, and especially pay cable, was affecting audience delivery. Network shares were dropping in cable homes. And the only way to make up for that underdelivery was to buy the medium causing the problem—cable.

Now, the major agencies, including those that previously had dismissed cable, have come around to the opinion that cable must be bought, if only to shore up lost network deliveries. While this has affected much cable "experimentation," it has caused the medium to be used more frequently, and ultimately, may bring cable fully into creative and account departments at ad agencies as a completely complementary medium to broadcast television.

The 5 percent solution

A veritable furor struck in 1981, when Ted Bates announced through Senior Vice President Walter Reichel that it would recommend that all clients place 5 percent of their broadcast budgets in WTBS and other "superstations" to make up for network audiences lost to cable homes. Even now, other

Ad agencies—major cable clients and networks used

Agency	Clients	Networks
N.W. Ayer	Seven-Up, General Motors, U.S. Army, DuPont, ATT ATT Long Lines	ARTS, C-SPAN, ESPN, CNN, WTBS, MTV
Ted Bates	General Foods, Panasonic (most clients have bought superstations)	CNN, CHN, MTV, ESPN, USA, WTBS
BBDO	Campbell's Soup, Del Monte, Firestone, Gillette, General Electric, Hormel, Pepsi, Wrigley, Pfizer, Dodge	CBN, CNN, BET, ESPN, MTV, WTBS, WEA, USA, SIN
Benton & Bowles	Procter & Gamble, General Foods, Richardson-Vicks Cella Wines, Redman Chewing Tobacco, Hardees, Texaco, Emory	CBN, CBS, CHN, ESPN, WTBS
Compton	American Motors, Johnson & Johnson, Procter & Gamble, Thompson Medical, National Enquirer, Paine Webber	CBN, CNN, ESPN, USA, WTBS
Dancer Fitzgerald Sample	Ciba-Geigy, Duracell, Ethan Allen, Florida Citrus Growers, General Mills, Hanes, Kenner, L'Eggs, Lifesafers, Parker Bros., Toyota, Wrangler	CHN, CNN, Daytime, ESPN, MTV, USA, WTBS, WEA
Doyle Dane Bernbach	Atari, Bulova, Celestial Seasonings, Chanel, Citicorp, GTE, IBM, Mobil, Ore-Ida, Polaroid, Stroh's, Universal Pictures, Volkswagen, Weight Watchers, O.M. Scott, Sherwin-Williams	ARTS, BET, CBN, CBS, CHN, CNN, Daytime ESPN, MTV, TeleFrance, USA, WTBS
Foote Cone & Belding	Clorox, Dole, Levy's, AM/PM Stores, Mazda, Sunkist Coors, Kraft, Sears, Swift, Armour-Dial	ESPN, CNN, USA
Grey	American Council of Life Insurance, Block Drugs, Borden, Carter Wallace, Dept. of Defense, Esmark, General Foods, Kenner, Mennen, Panasonic, Shearson/ American Express, STP, Timex, Warner Bros., Canon	CNN 1 and 2, CBS, CHN, ESPN, MTV, SPN, WTBS, USA
McCann-Erickson	Coca-Cola, Lufthansa, Pabst, Nestle, New York Racing Association, Buick, Del Monte, GMC Trucks, Hilton, Georgia Pacific, Texas Instruments, Exxon, AT&T	CNN, CBN, ESPN, SNC, CHN, Daytime WTBS, USA
Needham, Harper & Steers	Shasta, Wrigley, General Mills, Xerox, Kraft, Honda, G.D. Searle, ITT	CBN, CNN, ESPN, Daytime, BET, CBS WTBS, SNC, USA
Ogilvy & Mather	American Express, British Rail, Campbell's, Ex Lax, General Foods, Kimberly-Clark, Hershey, Mattel, Winslow, Owens-Corning, Peugeot,Playtex, Shell, Smith Barney, TWA	CBN, CNN, Daytime, ESPN, USA
SSC&B	Noxell, Mennen, Lego Toys, Carnation	ESPN, MTV, SPN, WTBS, USA
J. Walter Thompson	Kraft, Quaker, Sears, Ford, Kodak, Warner-Lambert, Activision, Dunlop, Hyatt, Jovan, Kemper, Lever Bros., Champion, Raisinettes, Reynolds, Goodyear, IBM, National Education Association	CBS, CBN, CNN, CNN 2, BET, Daytime ARTS, SNC, CHN, SIN, Nickelodeon, ESPN, WTBS, WEA, MTV, USA
Wells Rich Greene	Procter & Gamble, Ford, Miles Labs, Chase, Pan Am, New York State	ESPN, CNN, WTBS
Young & Rubicam	General Foods, Johnson & Johnson, Merrill Lynch, Holiday Inns, Manufacturers Hanover, U.S. Postal Service, CBS Records, Gulf, 20th Century-Fox, Clorox, Ford, Lincoln-Mercury, Columbia Record Club	ARTS, BET, CBS, ESPN, CNN, MTV, WTBS, USA

agency executives question Bates' strategy. Marcella Rosen of N.W. Ayer calls the idea of quotas for cable, or for any medium, "ridiculous," and no other major agency has adopted Bates "5 percent solution."

But Bates itself has stayed with the strategy. In fact, today it's the 6 percent solution, according to Reichel. He says all the agency's clients adopted the proposal to divert 6 percent of their 1982 budgets from network television into superstations and also into some cable-originated networks.

The Bates strategy is two-fold, according to Reichel; it is both opportunistic and defensive. Reichel sees opportunity in "exploiting" narrowcasting; but by and large, the largest portion of the agency's cable funds are funneled into the "defensive strategy" of diverting monies into superstations, because research has shown the majority of basic cable viewership is still going to distant signals.

To Marcella Rosen, however, cable is a "complex medium, not a blanket." N.W. Ayer, Rosen says, has bought cable as most of the major agencies have, on a client-by-client and brand-by-brand basis. For example, Ayer bought WTBS for one client because of its significant southwest coverage; for another client MTV was purchased for its "narrowcasting" potential. But unlike the Bates approach, Ayer has no across-the-board cable budget recommendation.

The Doyle Dane Bernbach strategy, according to Vice President Jay James, is to make an effort to put clients in cable where there is "any logic to doing it. If cable is not part of the media plan, there must be written reasons why."

According to Alec Gerster, senior vice president at Grey Advertising, the agency is not "for or against" any media type, including cable. Grey views cable in two ways, Gerster explains, for clients buying participations or "scatter" plans, "current value" is a prerequisite; the same "restraints" applied to any broadcast medium are applied to cable. For example, says Gerster, if the client is interested in sports, ESPN and an event on CBS will be judged by the same measurements. But for clients looking to use cable to deliver new messages or to deliver the same message in a new

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environment, Grey considers the environment the commercial will run in as well as the cost per thousand (CPM).

Grey's cable philosopy characterizes the challenge of cable advertising to agencies: how to evaluate the somewhat sparse audience numbers in relation to the new and unique environments cable offers. While this challenge is faced in all media buying, it is special to cable as a video medium. Broadcast television, with the exception of "special" programming like the Olympics, the World Series and the Superbowl, is bought primarily on a CPM basis. Audience size and general audience demographics rule the roost in broadcast media buying.

The cable numbers now available, especially from the Nielsen metering of WTBS, CNN, ESPN and CBN (the only four ad-supported cable networks now using autometers for research), are in no way comparable in size to the larger audiences attracted to even hum-drum broadcast television programs. So environment has become, in cable as it has been in magazines, just as important as rating points in assessing the value of a buy.

According to BBDO Executive Vice President Arnie Semsky, cable is now "mainstream." This new status gives the medium new advantages and also new disadvantages. In the short term, Semsky suggests there may be a "hangup" with CPM, but he adds that isn't the way BBDO buys cable. Buying cable for the numbers is the "easiest thing to do," Semsky says. BBDO was one of the first agencies to develop programing for cable. It also sought out franchise and product exclusivity agreements early on.

Searching for unique opportunities is also the approach of Jack Otter, senior vice president, SSC&B. "We attempt to search out opportunities in cable where our clients can benefit from program and editorial environments—opportunities they can't have in regular broadcasting." Otter cites as examples a buy for Noxell on the recently-debuted *Coed* program on USA Network to reach the elusive teenage market, and Mennen's sponsorship of ESPN's *Sports Update*.

Getting a clear picture

The search for opportunities, the challenge of balancing environment and audience ratings, are leading agencies now to evaluate cable, in the words of Dancer Fitzgerald Sample Senior Vice President, Beverly O'Malley, "in terms of the total TV picture."

This is especially true in response to network share erosion, O'Malley said. She called cable an "important option" in combatting network share loss. However, DFS doesn't turn to cable first. Initially, the agency "fine tunes" its traditional network buys, purchasing "those programs, networks and dayparts that seem to suffer less erosion in cable households," says O'Malley. Then the agency buys independent stations, and lastly DFS buys "cable-originated" networks.

A similar "total picture" philosophy is pursued by Young & Rubicam, which reports that it spent $22 million in cable in 1982. According to Senior Vice President Ira Tumpowsky, "Our philosophy, in a single word, is participation—a strategy to combine long-term subscriber increases and position within a network at a fair market price."

The agencies have attempted to fill in the research gap on their own, while they wait for results of major industry-supported projects such as the NCTA-CAB CAMS report.

Ogilvy and Mather studied audience fragmentation levels in Tulsa in May 1981 and in May 1982. According to O&M's John Hunt, Tulsa is a "microcosm" of future television viewing habits. As more markets get 36-channel (and greater) capacity systems like Tulsa's, every channel, including broadcast channels delivered by cable systems, will be fighting for a smaller piece of the overall viewing pie. "On a 36-channel system, everybody's fighting," Hunt says. "The viewer's loyalty is to himself. Tulsa is not the exception, it will be the norm in 1990."

Ted Bates conducted research into commercial clearance at the local system level. Approximately 100 cable systems throughout the country were studied for three hours a day for five consecutive days.

According to Ted Bates Vice President Barry Kaplan, in only one instance was a scheduled cable network program pre-empted by a local system, and this was due to "technical difficulties" lasting only 20 minutes.

In total, the agency found only 15 commercial "discrepancies" out of a total of 4,604 commercials monitored. Of the 15 discrepancies, all occurred in only one network and 14 in only one system, Kaplan said.

The multi-client study by Young & Rubicam is another major research effort. It began in December 1981 and is still continuing. The major objective of the study was familiar—to find out the way in which cable buys in combination with broadcast network objectives would be met as efficiently as possible.

The agency did a series of special Nielsen and Arbriton tabulations. One portion of the Y&R study measured 21 age and sex demographics for the eight cable networks where diary sample sizes were large enough to provide data. Another area of study was psychographics and product usage. The agency eventually analyzed more than 100 cable network ad schedules, to report to each participating client on how their actual schedules did in achieving reach and frequency goals in pay cable, basic and non-cable homes. The agency hopes to develop a first-generation planning model based on the research.

Commercial crop

1983 could be the year when the first really significant crop of cable original commercials is produced. Every major agency reports developments in special commercials and programs for the coming year. But one caveat remains: if the economy does not pull out of the recession, these plans could be shelved.

At one point in 1981 it appeared that agencies might "take over" cable network program development and return to the position of supremacy in program decision-making they briefly held in the early days of broadcast TV back in the 1950s. But that did not happen. The fact that agencies have learned to make money by purchasing 30- and 60-second spots in broadcast has influenced their readiness and willingness to risk program ventures in cable. They would prefer—for the most part—to continue to make money in the same way they have in the past, rather than risking additional dollars on unsure programming.

There have been agency created program successes, including Young & Rubicam's *Woman's Day USA* on USA Network, BBDO's *WomanWatch* on WTBS, and Doyle Dane Bernback's *Future Sport* on ESPN, and *Sportslook*, created three years ago by Foote Cone & Belding for Mazda on USA Network. ■

1982 campaign contributions

PAC sponsor	Amount donated to federal candidates, political committees
NCTA	$52,192
NAB	$72,140
MPAA	$21,150

Source: Federal Election Commission

Who got CablePAC money

Federal candidates and political committees received $52,192 before and after November elections

WASHINGTON—CablePAC, the cable television industry's political action committee, contributed $52,192 to federal candidates and political committees in 1982, according to a report filed with the Federal Election Commission and released last week.

The industry contributed to more than 100 candidates seeking election or reelection to Congress. Most were winners in the November elections.

Richard Loftus, chairman of CablePAC and president of Trident Communications Group, views the campaign donations as another indication of the cable industry's growing involvement in the political arena.

"The contributions which were made were the largest in the history of CablePAC and that is encouraging," Loftus said. "We also think we had a pretty good average on our scoreboard. We ascertained the probability curve pretty highly. This is good because we think that the people to whom we contribute understand our position well. That's the criteria we attempt to establish when making contributions."

The campaign funds from cable were more than twice the $21,150 contributed by the Motion Picture Association of America's PAC in 1982. The National Association of Broadcasters Television and Radio PAC contributed about $20,000 more than CablePAC. None of these three association PACs is considered a major contributor, although together the three industries, which were joined for much of last year in an effort to attain copyright legislation, contributed more than $145,000.

Among the top recipients of CablePAC funds were House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), $1,500 plus $1,429 in in-kind contributions representing goods and services which aid a campaign; House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), $1,500; House Energy and Commerce Chairman John Dingell (D-Mich.), $1,500 and $362 in-kind; Senate Minority Leader Robert Byrd (D-W. Va.), $1,000 and $876 in-kind; Sen. Howard Cannon (D-Nev.), who lost, $2,500; and Rep. Al Swift (D-Wash.), $1,050.

Richard Loftus

PACs, which represent corporations, labor unions, trade groups or political causes, are allowed to contribute up to $5,000 to an individual per election. PACs are required to file public reports with the FEC itemizing all contributions to a candidate and any contibution of $200 or more made to the PAC. Contributions made to politicians after the November elections are usually to help pay off campaign debts.

Loftus sees CablePAC as an educational tool as well as a fundraising organization. It enhances cable's profile on Capitol Hill and gets operators involved in politics at the grassroots level, he said.

Most of the decisions regarding the campaign contributions are made by top officials of the National Cable Television Association. NCTA is planning to assign a staff member to coordinate CablePAC activities, according to Loftus. NCTA is encouraging state cable associations to start their own PACs.

—Craig Leddy

Can you hear the shouting?

Swift says public protests to signal drops guide Congress to action on CRT rate hike

NEW YORK—Congressional action to negate the Copyright Royalty Tribunal's distant signal rate hike March 15—a day cable operators call "Black Tuesday"—will depend in part on the extent of subscribers' protests to systems that drop distant signals. So believes Al Swift, a member of the House Telecommunications Subcommittee.

"I don't know what, if anything, Congress is going to do," said Swift, the three-term House Democrat from Washington, at a meeting of New York Cable Club members here Feb. 4. "I think what it might do will largely depend on what consumer reaction grows out of the aftermath of (signal dropping)."

Swift suggested that the matter, if it comes up in the House, probably would be handled by the Judiciary Committee, which has jurisdiction over copyright law. But he cautioned that the Telecommunications Subcommittee and the Judiciary Committee currently have too little time in their agendas to effectively tackle the CRT's rate hike before next month's deadline.

In order to get Congress involved, he said, operators will probably have to drop signals quickly and keep them off. That, he said, is "the one thing that will make your subscribers most angry in order to be able to mobilize them... shortly after the pain has hit them."

Swift said operators should not wait too long to recruit subscribers for a Congressional lobbying campaign. "If you decide you want to play hardball, then you want to be able to move (quickly) on that motivation."

On a related issue, Swift declared the copyright compromise among cable, broadcast and motion picture organizations—one that failed to pass Congress last year—"dead... kept alive by machine."

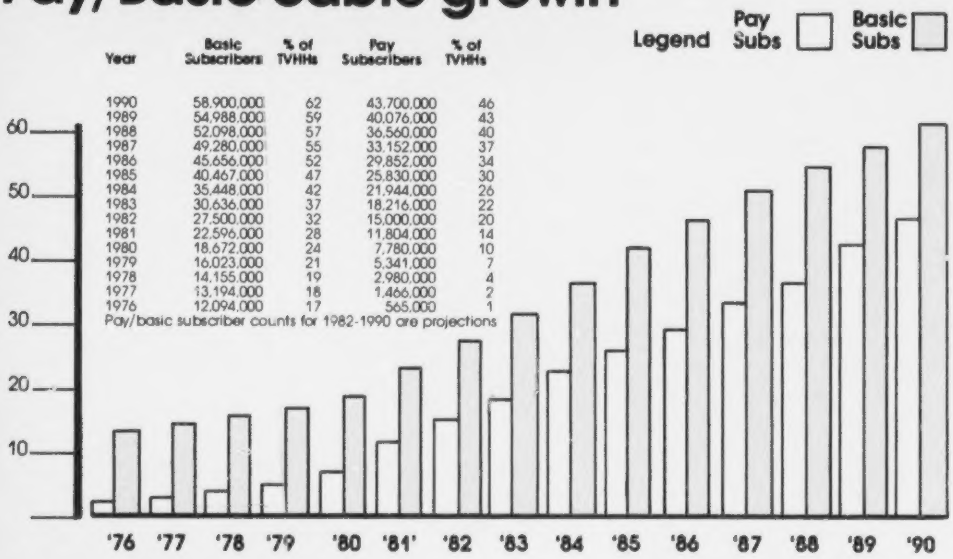
"I don't believe there is any member of Congress who wants to fool with it now, certainly not in the House, where many of us... paid our dues on that thing," he said. "I don't see any of the affected industries working very hard to recruit anybody to volunteer to take up that issue."

Swift said he regretted the outcome of copyright legislation last year, and hoped the cable industry, rather than Congress, would do more to resolve differences among broadcast and motion picture groups. "A compromise worked out within the industry is always going to be a more sophisticated compromise than one worked out by us, who never had as penetrating a knowledge of all the subtleties of the various problems as you had yourselves," Swift said.

—Simon Applebaum

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
Warner Amex (Nickelodeon/ARTS)	1
PTL Satellite Network	2
United Video (WGN, WFMT, Lifestyle, Dow Jones, EPG)	3
Times Mirror for Spotlight	4
Warner Amex (The Movie Channel)	5
Southern Satellite Systems (WTBS, Cabletext, Reuters News View, North American Newstime/The Travel Channel, Dow Jones Cable News)	6
ESPN	7
CBN Cable Network	8
USA Network	9
Showtime (west)	10
Warner Amex (MTV: Music Television)	11
Showtime (east)	12
HBO (Cinemax-west)	13
Cable News Network	14
Warner Amex owned (for CNN Headline News)	15
ACSN, National Jewish Television, HTN Plus	16
Cable Health Network	17
Reuters, Eternal Word Television Network (8 p.m.-12 a.m.)	18
C-SPAN	19
HBO (east)	20
Landmark/The Weather Channel	21
HBO/Modern Satellite Network, leased for Daytime	22
HBO (west)	23
HBO (Cinemax-east)	24

Satcom IV (RCA Americom)	**Transponder**
SIN	1
FNN	2
SPN	3
Warner Amex	4
ESPN (subleased to Bravo)	6
National Christian Network daytime hours/Playboy Channel evenings	7
RCTV (The Entertainment Channel)	8
Warner Amex	11
Viacom International (U.S. Chamber of Commerce, BIZNET)	15
Trinity Broadcasting	17
HBO (Time Inc. teletext)	18
The American Network	19
GalaVision	23

Satcom V—launched 4th quarter 1982; no cable.
Satcom I-R—Projected launch March 1983
Satcom II-R—Projected launch December 1983

Westar IV (Western Union)	**Transponder**
Hughes Television Network	1D/1X
Bonneville Satellite	3D
AmSat (leased to Wold Communications)	5D
AmSat (digital traffic)	6X
Wold Communications	6D
AmSat (digital traffic)	7D
Cable News Network	8X
Wold Communications—SelecTV	9X
Wold Communications—EROS	10D
Bonneville Satellite	12X
PBS (leased to Bonneville)	12D

Westar V (Western Union)	**Transponder**
Hughes Television Network	1D
WOR (leased by Wold)	2D
Dow Jones/UTV Cable Network	2X
Citicorp	3D
Satellite News Channel I	4X
AmSat/TCI (Hughes Television)	5D
AmSat (leased by Wold)/Disney	5X
Satellite News Channel I	6D
AmSat (leased by Wold)/Disney	6X
AmSat/DCM	7D
Satellite News Channel I	7X
Satellite News Channel II	8D
Satellite News Channel I	8X
Nashville Network	9D
Satellite News Channel I	9X
Citicorp	10D
Group W Satellite Corp. (east)	11D
Digital Communications Corp.	11X
Group W Satellite Corp. (east)	12D
BET	12X

Galaxy I (Hughes Communications)—Projected launch June 1983, 24 transponders, 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Projected launch summer 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (2), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (½), Southern Pacific Communications (3½).
Spacenet II—Projected launch August 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz.
Spacenet III—presently being built.

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs	
1.	Tele-Communications Inc.[1]	2,255,000	
2.	American Television and Communications	2,104,705	
3.	Group W Cable	1,838,922	
4.	Cox Cable Communications	1,290,880	
5.	Warner Amex Cable Communications	1,200,000	
6.	Storer Cable Communications	1,163,187	
7.	Times Mirror Cable Television	792,719	
8.	Rogers-UA Cablesystems	705,266	
9.	Newhouse Broadcasting[2]	683,327	
10.	Continental Cablevision	619,000	
11.	Viacom Cablevision	609,907	
12.	United Cable Television Corp.	538,830	
13.	Sammons Communications Inc.	522,448	
14.	TeleCable Corp.	382,009	
15.	Capital Cities Cable Inc.	314,283	(11/82)
16.	General Electric Cable	306,000	
17.	Cablevision Systems Development	283,000	
18.	Comcast Cable Communications	283,000	
19.	Heritage Communications Group	271,864	
20.	Jones Intercable Inc.	240,711	(1/83)
21.	Liberty Communications	238,790	
22.	Wometco Communications	229,000	
23.	Tele-Media Corp.	223,600	
24.	TCA Group	214,623	
25.	Multimedia Cablevision Inc.[3]	195,641	
26.	Maclean Hunter Cable TV Ltd.	190,947	
27.	Service Electric Cable TV	189,500	
28.	Daniels & Associates Inc.	183,532	(10/82)
29.	Century Communications Corp.	183,000	
30.	Colony Communications Inc.	168,169	(10/82)
31.	Western Communications	152,555	
32.	Centel Cable Television	149,296	(1/83)
33.	Prime Cable Corp.	141,334	
34.	Harris Cable Corp.	140,400	
35.	Tribune Cable Communications	131,119	
36.	Rollins Cable Vue Inc.	127,500	
37.	Midwest Video Corp.	114,615	(12/81)
38.	Communications Service Inc.	110,000	(8/81)
39.	Harron Communications	106,987	(10/82)
40.	Midcontinent Cable Systems[4]	101,968	
41.	McCaw Communications	101,500	
42.	Cable Vision Industries	101,453	
43.	Cable America	99,600	
44.	Buckeye Cablevision	96,053	
45.	Sutton Capital Group[5]	93,957	
46.	Adams-Russell Telecommunications	93,115	
47.	Communications Systems Inc.	91,592	
48.	Armstrong Utilities	86,849	
49.	Multi-Channel TV Cable Co.	84,000	(9/82)
50.	McDonald Group	82,072	
51.	American Cablesystems Inc.	80,760	
52.	Southmedia Company	78,668	(9/82)
53.	Cablentertainment Inc.	78,582	(10/82)
54.	Omni Cable TV Corp.	78,099	(9/82)
55.	Buford Television	76,653	(7/82)
56.	King Videocable Co.	74,523	
57.	Televents Inc.	73,532	(7/82)
58.	Perry Cable TV Corp.	73,525	
59.	Palmer Communications Inc.	72,642	
60.	Summit Communications	71,650	
61.	National Telecommunications Co.	67,500	
62.	The Essex Group	67,446	(1/83)
63.	McClatchy Newspapers	64,078	(7/82)
64.	Acton Corporation	63,040	
65.	Ultracom, Inc.	62,822	
66.	WEHCO Video Inc.	62,554	(9/82)
67.	Omega Communications	60,000	
68.	American Cable TV (Phoenix, Ariz.)	59,732	(1/83)
69.	Pencor Services Inc.	56,853	
70.	Total TV Inc.	56,217	(1/83)
71.	Booth Communications	56,112	(9/82)
72.	US Cable Corp.	55,273	(6/82)
73.	Harte-Hanks Communications	53,000	(6/82)
74.	Consolidated Cable Systems	51,900	(7/82)
75.	Marsh Media	50,772	(1/83)
76.	Falcon Communications	50,000	(9/82)
77.	The Daily Press	49,000	(1/83)
78.	Clear TV Cable Corp.	47,532	(10/82)
79.	Lenfest Group	45,801	
80.	Adelphia Communications	44,395	
81.	Sonic Cable TV	43,995	(7/82)
82.	Greater Media	43,500	(1/83)
83.	Susquehanna Broadcasting	40,500	(7/82)
84.	National Cablesystems Inc.	39,713	(1/83)
85.	Selkirk Communications	39,380	(10/82)
86.	Combined Cable Corp.	35,000	(1/83)
87.	Matrix Enterprises	33,867	
88.	Joseph S. Gans	33,300	(3/82)
89.	United Video Management	30,800	(1/83)
90.	Cable Holdings Inc.	30,000	
91.	Southern Cablevision	29,138	(8/82)
92.	Columbia Communications	28,586	(8/82)
93.	Hellicon Corp.	28,500	(1/83)
94.	Mid America Media	27,903	
95.	Jim R. Smith & Co.	27,457	(6/82)
96.	Mickelson Media	26,763	
97.	The LBJ Company	26,717	(8/82)
98.	Cable Communications of Iowa	26,483	(9/82)
99.	United Broadcasting	25,440	(9/82)
100.	MultiVision Group	24,694	(9/82)

[1] Number is a company estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes Tar River Communications.
[4] Includes systems owned and with controlling interest.
[5] Includes owned and partially owned systems.
Note: All subscriber counts are as of 12/82 unless noted otherwise.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1.	San Diego, Calif.	Cox Cable	220,836	(10/82)
2.	Woodbury (Long Island), N.Y.	Cablevision	180,480	
3.	Manhattan, N.Y.	ATC	169,250	
4.	Houston, Texas[1]	Warner Amex	151,350	
5.	West Orange, N.J.	MacLean Hunter	145,291	
6.	San Antonio, Texas	Rogers-UA Cable	145,196	
7.	Wayne, N.J.	Rogers-UA Cable	113,958	
8.	Tulsa, Okla.	United Cable	103,374	
9.	Audubon, N.J.	NYT Cable	98,490	
10.	Erie County, N.Y.	Prime Cable	97,733	
11.	Austin, Texas	ATC	97,300	
12.	San Jose, Calif.	Gill Industries	94,000	
13.	Tidewater, Va.	Cox Cable	89,288	(10/82)
14.	Central Islip, (Long Island) N.Y.	Viacom	84,937	
15.	Orlando, Fla.	ATC	82,550	
16.	Seattle, Wash.	Group W Cable	81,962	
17.	Jefferson Parish/Kenner, La.	Cox Cable	80,160	(10/82)
18.	Baltimore County, Md.	Caltec Cable	79,496	
19.	Cincinnati area, Ohio	Warner Amex	78,800	
20.	Memphis, Tenn.	ATC	78,025	
21.	Toledo, Ohio	Buckeye Cablevision	77,348	
22.	Manhattan, N.Y.	Group W	76,636	
23.	Grand Rapids, Mich.	General Electric	75,000	
24.	Honolulu, Hawaii	ATC	73,650	
25.	Jacksonville, Fla.	ATC	72,975	
26.	San Diego, Calif.	ATC	72,350	
27.	Wilmington, Del.	Rollins Cable	72,300	
28.	Wichita, Kan.	Multimedia Cable	68,047	
29.	San Francisco, Calif.	Viacom	66,732	
30.	Greater San Juan, Puerto Rico	Harris Cable	64,110	
31.	Flint, Mich.	Comcast	63,000	
32.	Baton Rouge, La.	Daniels	62,579	(10/82)
33.	Suburban Rochester, N.Y.	People's Cable	62,000	
34.	Columbus, Ohio	Warner Amex	60,700	
35.	Santa Barbara, Calif.	Cox Cable	59,363	(10/82)
36.	Englewood, Colo.	United Cable	59,075	
37.	Melbourne, Fla.	ATC	58,925	
38.	Buffalo, N.Y.	Minneapolis Star	58,844	(1/83)
39.	Monterey, Calif.	Western	58,751	
40.	Seattle, Wash.	Viacom	58,052	
41.	Pittsburgh, Pa.	Warner Amex	58,000	
42.	Santa Monica, Calif.	Group W	55,632	(1/83)
43.	Allentown, Pa.	Twin County Cable	55,000	
44.	Snohomish County, Wash.	Viacom	54,971	
45.	Columbus, Ohio	Coaxial Comm.	54,064	
46.	Akron, Ohio	Warner Amex	53,850	
47.	El Paso, Texas	Group W Cable	53,600	
48.	Louisville, Ky.	Times Mirror	52,731	
49.	Binghamton, N.Y.	NewChannels	52,515	
50.	Harrisburg, Pa.	Sammons	53,137	
51.	Charlotte, N.C.	ATC	52,350	
52.	Dade/Broward counties, Fla.	Storer	52,217	
53.	Tacoma, Wash.	Cable TV of Puget Sound	52,000	(1/83)
54.	Boston Complex, Mass.	Warner Amex	51,750	
55.	Kansas City, Mo.	ATC	51,525	
56.	Jefferson County, Ky.	Storer	51,266	
57.	Allentown, Pa.	Service Electric	51,000	
58.	Des Moines, Iowa	Heritage	50,621	
59.	Sarasota, Fla.	Storer	50,556	
60.	Canton, Ohio	Warner Amex	50,225	
61.	Escondido (San Diego County), Calif.	Times Mirror	49,507	
62.	Hartford, Conn.	Times Mirror	49,482	
63.	Pompano Beach, Fla.	American Cable TV	49,257	(10/82)
64.	Charleston, S.C.	Storer	49,028	
65.	New Haven, Conn.	Storer	48,591	
66.	Reading, Pa.	ATC	47,900	
67.	Port Arthur, Texas	Liberty	47,155	
68.	Cleveland, Ohio	Viacom	46,997	
69.	Peoria, Ill.	General Electric	46,700	
70.	St. Petersburg, Fla.	Group W	46,325	
71.	San Rafael/Marin County, Calif.	Viacom	45,867	
72.	Jackson, Miss.	ATC	45,850	
73.	Shreveport, La.	ATC	45,700	
74.	Eugene, Ore.	Group W Cable	44,949	(1/83)
75.	New Britain, Conn.	United Cable	44,820	
76.	Albany, N.Y.	ATC	44,525	
77.	Bakersfield/Kern Co., Calif.	Warner Amex	43,525	
78.	Bridgeport, Conn.	Southern Conn. Cable	43,500	
79.	Dallas Complex, Texas	Warner Amex	43,250	
80.	Birmingham, Ala.	ATC	42,950	
81.	Overland Park, Kan.	TeleCable	42,741	
82.	Lincoln, Neb.	MetroVision	42,296	
83.	Spokane, Wash.	Cox Cable	42,196	(10/82)
84.	Lansing, Mich.	Continental	42,000	
85.	Moline/Quint Cities, Ill.	Cox Cable	41,910	(10/82)
86.	Scranton, Pa.	Verto Cable	41,815	(8/82)
87.	Westchester County, N.Y.	Rogers UA Cable	41,669	
88.	Chattanooga, Tenn.	South Media	41,655	(6/82)
89.	Brookhaven(Long Island), N.Y.	Rogers-UA Cable	41,574	
90.	Winston-Salem, N.C.	Summit Communications	41,444	
91.	Concord, Calif.	Western	41,312	
92.	Branford, Conn.	Rollins Cable	40,900	
93.	Albuquerque, N.M.	Tribune Cable	40,830	(1/83)
94.	Fayetteville, N.C.	ATC	40,350	
95.	Oklahoma City, Okla.	Cox Cable	39,258	(10/82)
96.	Atlanta, Ga.	Cable America	39,256	
97.	DeKalb County, Ga.	Cable America	39,183	
98.	Springfield, Ill.	Times Mirror	38,933	
99.	Honolulu, Hawaii	TV Systems Inc.	38,510	(1/83)
100.	Greenville, S.C.	TeleCable	37,665	

[1] Includes Gulf Coast Cable.

C8920-2 2/28/83

- Goldwater holds cable bill hearings
- HBO restructures along broadcast network lines
- Rainbow Programming Services names new president
- ANA workshop tackles 'era of fragmentation'

CableVision™

The news and features weekly of the cable television industry February 28, 1983 $3.00

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MR WIRTZ
DR JACKSON

Goldwater's S.66 hearings

Sen. Barry Goldwater (R-Ariz.) chaired two days of hearings on his cable legislation. Some cable competitors called for changes in the bill and the cities raised long-standing concerns. **Leading the week, pages 15-20.**

The grand loophole

CATA director Steve Effros insists that copyright rules support his contention that up to 34 distant signal slots are exempt from higher royalty fees that take effect March 15. **Leading the week, pages 15-20.**

HBO's new structure

In an executive reorganization that follows broadcast network lines, Home Box Office named a new president, Frank Biondi. Former president Jim Heyworth was promoted to deputy group vice president for video of parent company Time Inc. The pay service is now split into an entertainment group and a network group, headed by Michael Fuchs and Tony Cox, respectively. **Leading the week, pages 15-20.**

Rainbow hires president

Rainbow Programming Services reached into a Fortune 500 company, Northwest Industries Inc., for its new president, Arthur Baer Jr., Northwest's vice president of corporate development. He'll run Rainbow's two premium cable services—Bravo and The Playboy Channel. **Leading the week, pages 15-20.**

PPV venture's launch set

The long-awaited ABCVE/ESPN pay-per-view venture is set for launch. **Leading the week, pages 15-20.**

Stoking the legal machine

At a meeting Feb. 10 in Key Largo, Fla., the National Cable Television Association board of directors voted to seek a court-ordered stay of the copyright royalty rate increases, named new officers and raised its dues. **Leading the week, pages 15-20.**

Vision aids hearing-impaired

Newhouse-owned Vision Cable, the nation's 25th largest MSO, will provide captioning decoders to its systems' hearing-impaired subscribers for $6 a month. **Page 24.**

Treading the made-for frontier

Made-for-pay series and feature films, risky ventures that are still the domain of independents, may attract big players and money in the not-too-distant future, according to a veteran of Hollywood. **Page 24.**

Divide and hustle

Warner Amex Satellite employs a new marketing team and strategy. **Page 53.**

ATC's local labs

Eight American Television and Communications systems now sell local advertising, and several more will start selling by 1984. **Page 57.**

Philly battle draws near

One month before public hearings begin and consultants' reports are released, competition among bidders for Philadelphia's franchises is heating up. **Page 58.**

The space mirror

Researchers say a dish-shaped device, 32 feet in diameter and weighing just 1-2 grams, held 100 miles in space by the pressure of electronic radiation, could cover wide areas at a low cost to users. **Page 64.**

Who's hot, who's not in D.C.

Congress assigns veterans and newcomers to key House and Senate telecommunications panels. **Page 67.**

About the cover

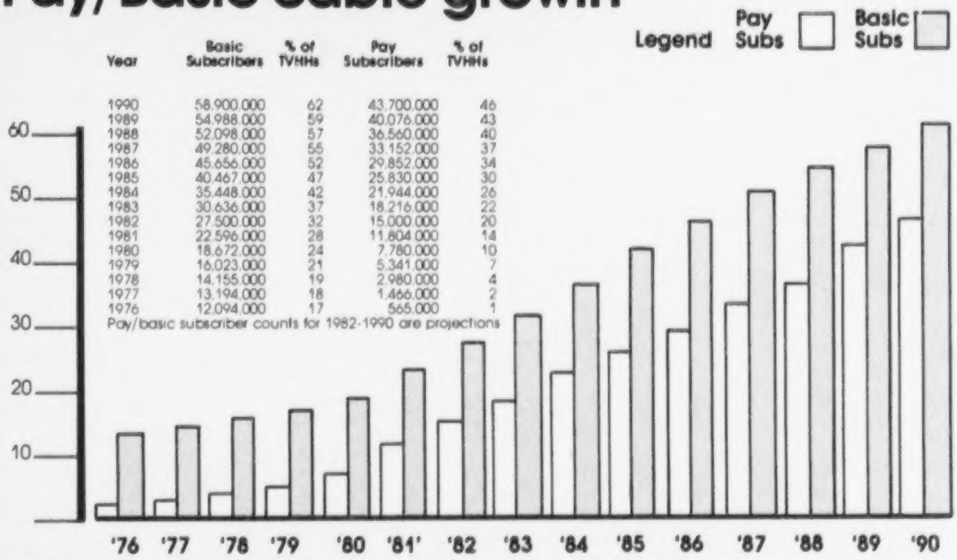
A technician sweep-tests a run of fiberoptic cable. Photo by Western Electric.

This week in PLUS

Optical communications rapidly is becoming more than just a future possibility. When the first hybrid coax-fiber system already is approved—in Alameda, Calif., using the Times Fiber mini-hub approach—can the all-fiber system be far behind? The franchise processes in most major cities have been wrapped up, but the latest fiber developments may change franchising authorities' idea of state-of-the-art. . . Today, keeping profits up often means keeping costs to a bare minimum. There's no best place for an operator to trim his budget. Whatever works is the best way. That can include anything from personnel cuts to annual billing to propane-powered vehicles to LO cuts to the number of telephones in the office. **Pages 29-52.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in homes from 12/31
ACSN: The Learning Channel	333	2,504,366	+7.8
Alpha Repertory Television Service (ARTS)	1,725	8,000,000	NA (12/82)
Black Entertainment Television (BET)	165	3,200,000	+6.6
Cable Health Network (CHN)	783	7,300,000	+5.7
Cable News Network (CNN)	3,111	17,500,000	NC
CNN Headline News	382	2,600,000	+2.9
Cable Satellite Public Affairs Network (C-SPAN)	1,000	12,500,000	+13.6
CBN Cable Network	3,750	19,685,000	+0.5
Daytime	566	7,500,000	NA (12/82)
Dow Jones Cable News	91	900,000	+5.8
Electronic Program Guide (EPG)	75	1,109,464	NA (12/82)
Entertainment and Sports Programming Network (ESPN)	5,207	20,749,504	+1.9
Eternal Word Television Network (EWTN)	60	870,000	+11.1
Financial News Network(FNN)	758	7,704,527	+28.4
Modern Satellite Network (MSN)	446	7,292,850	+2.1
Music Television (MTV)	1,300	9,500,000	+10.4
National Christian Network	80	1,308,448	+4.1
National Jewish Television (NJT)	111	2,370,525	+2.5
Nickelodeon	2,300	10,500,000	+5.0
PTL Satellite Network	700	7,500,000	+15.3
Reuters News View	375	3,500,000	NA (8/82)
Satellite News Channel I (SNC I)	550	5,400,000	NA (12/28)
Satellite Program Network (SPN)[1]	385	5,400,000	+1.8
SIN Television Network[2]	199	25,531,400	NC
Trinity Broadcasting Network	235	2,692,000	+1.7
USA Network	3,000	15,000,000	NA (12/82)
The Weather Channel (TWC)	711	7,125,000	NA (12/82)
WGN	3,976	11,084,783	+3.2
WOR	725	4,516,234	+0.3
WTBS	4,965	24,900,000	-0.3
Satellite-fed basic audio services			
Lifestyle	105	1,000,000	NA (10/82)
Moody Bible	11	50,000	NA
Satellite Radio Network	40	NA	NA
Sunshine Entertainment Network	NA	NA	NA
WFMT	168	912,997	NA (12/82)
Satellite-fed pay services			
Bravo	56	92,772	NA (12/82)
Cinemax[3]	1,600	2,000,000	NA (12/82)
The Entertainment Channel (TEC)	50	45,500	NA (11/82)
EROS	20	200,000	+400
GalaVision	160	125,000	+4.1
Home Box Office (HBO)[3]	4,400	11,000,000	NA (12/82)
Home Theater Network Plus (HTN)	325	170,000	NA (12/82)
The Movie Channel (TMC)	2,350	2,300,000	NA (12/82)
The Playboy Channel/Escapade	217	325,044	NA (12/82)
Showtime	2,000	4,000,000	NA (12/82)
Spotlight	NA	NA	NA (2/83)
Regional entertainment services			
Atlanta Interfaith	5	115,600	NA
Atlantis Entertainment Network	3	7,200	NA (1/83)
Bay Area Religious Channel	6	100,000	NA (1/83)
Home Sports Network	NA	NA	NA (1/83)
Madison Square Garden Network	47	1,400,000	NC (1/83)
PRISM-Philadelphia	75	330,000	+0.6 (1/83)
Sports Vision-Chicago	10	3,000	NA (1/83)
Sonics Superchannel	10	23,500	NA (1/83)
SportsChannel-New England	NA	NA	NA (2/83)
SportsChannel-New York	34	265,000	+4.7
Z-Channel	NA	NA	NA (2/83)

Announced satellite-fed services	Projected launch date
ABC/ESPN Pay-Per-View Service	2nd quarter 1983
Almi Group Network	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	3rd quarter 1983
Bluemax	T.B.A.
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch T.B.A.
Cinemerica	T.B.A.
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	1st quarter 1983
Family Programming Network	T.B.A.
Good Evening Movie Service (GEMS)	3/83
Home Music Store	1984
The Job Channel	T.B.A.
Kidvid Network	3/83
Rock 24 (Lewmark Productions Music)	6/83
Magicable	3rd quarter 1983
Nashville Network	3/7/83
National Jazz Network	3/83
PBS Cable	T.B.A.
Penthouse Television Network (PET)	4/83
Satellite News Channel II	4th quarter 1983
The Silent Network	4/83
Sitcom Channel (Channeltainment)	1st quarter 1985
Spanish Universal Network	1st quarter 1983
SPN/Classic Movie Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Sunshine Cable (audio)	2nd quarter 1983
Top Entertainment Network	T.B.A.
UTV Cable Network	2nd quarter 1983
The Vanguard Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.
Announced regional services	
Five Star Cable	Relaunch TBA
Home Sports Network-Dallas	4/5/83
Home Sports Network-Pittsburgh	4/83
Season Ticket (Cleveland)	3/83
Pro-Am Sports (Detroit)	T.B.A.
Wisconsin All-Sports Network	9/83

*Subscriber and affiliate counts are as of 1/31/83 unless otherwise indicated.

NC denotes no change.

NA denotes not available.

[1] Denotes households receiving signal.

[2] Total SIN reach. Total Spanish-speaking households: 3,075,900.

[3] Figures are company approximations.

[4] Total cable subscribers. Total homes receiving signal: 30,000.

National cable advertising

This chart lists national advertising sales by the basic cable networks during February 1983.

Network/client	Status
ARTS	
American Egg Board	Renewal
American Motors	New client
AT&T	Renewal
General Motors	Renewal
Greek National Tourist Organization	New client*
H.J. Heinz	Renewal
Piper-Heidsieck Champagne	Renewal
Prudential-Bache	Renewal
Taylor Wines (Coca-Cola)	Renewal
Weight Watchers	Renewal
Yves St. Laurent	Renewal
BET	
American Home Products	Renewal
Amtrak	Renewal
Anheuser-Busch	Renewal
Carson Products	Renewal
Coca-Cola	Renewal
Ford	Renewal
General Mills	Renewal
HBO	Renewal
Kraft	Renewal
Mobil Oil	Renewal
Pepsi	Renewal
Pillsbury	Renewal
Sears	Renewal
Time-Life	Renewal
US Army	Renewal
Westinghouse	New client
Wrigly's	New client
CBN Cable Network	
American Baby	New client
American Motors	New client
Armour-Dial Co.	New client
BIM	New client*
Coates & Clark	New client*
General Electric	New client
Gerber	New client
High Adventure	New client*
Kimberly-Clark	New client
Simplicity Pattern	New client
Union Fidelity Insurance	New client*
Warner Lambert	New client
Cable Health Network	
Adria Laboratories (Hercules Inc.)	New client*
Allied Corp.	New client
Del Monte	New client
Eaton Pharmaceuticals (Morton-Norwich)	New client
G.D. Searle	New client
Norelco	New client
Warner Lambert	New client
Cable News Network	
Alaska Tourism	New client
American Egg Board	Renewal
Anheuser-Busch	Renewal
Clorox	Renewal
Coca-Cola	New client
Continental Insurance	Renewal
Greek National Tourism	New client*
Harcourt, Brace	New client
HBO/Cinemax	Renewal
Miles Laboratories	New client
Republic Airlines	New client
Sears	Renewal
Self Magazine	New client*
Stanley Books	New client
Time-Life	Renewal
Winn-Dixie	Renewal
Daytime	
American Home Products	Renewal
Dow Chemical	Renewal
General Motors	Renewal
Golden Grain	Renewal
H.J. Heinz	Renewal
Kikkoman	Renewal
Mobil Oil	New client
Ralston Purina	Renewal
Scott Paper	New client
Universal Pictures	Renewal
Warner Lambert	New client
ESPN	
Alaska Tourism	New client
AMF/Head	New client
Berkshire Enterprises	New client
Burroughs	New client
Business Week (McGraw Hill)	Renewal
Cinemax	New client
Computerland	New client
DAP Corp.	New client
Harcourt, Brace, Jovanovich	New client
Hertz	New client
Jensen-Farley Pictures	New client
Manufacturers Hanover	New client*
MEM	New client
National Life & Accident Insurance	New client*
Sea World of Florida	New client
Stanley	New client
Super Hotels	New client*
Transouth	New client*
Wayne Anthony	New client*
Wendy's	New client
Financial News Network	
Air California	Renewal
American Express	Renewal
Andrew Peck and Associates Brokerage	Renewal
Blanchard Communications	Renewal
Capital Preservation Fund	Renewal
Cardiff Publishing	Renewal
Charles Schwab and Co.	Renewal
Colonial Penn Insurance	Renewal
Commodities Magazine	Renewal
Concord Financial Services	New client*
Conti Commodity	Renewal
Dow Jones	Renewal
Economy Research Ltd.	New client*
Falcon Securities	New client*
Fidelity Brokerage	Renewal
Fisher Stereo	Renewal
Forbes Magazine	Renewal
Franklin Mint	Renewal
Great Western International	Renewal
INC Magazine	New client*
Inter/Car Leasing	New client*
International Trading Group	Renewal
Investment Rarities Inc.	Renewal
Keystone Mines	Renewal
Kiplinger	Renewal
Kroy	Renewal
Las Vegas Dunes Hotel	Renewal
Lind-Waldock Commodities	Renewal
Lowes Hotel	Renewal
McGraw Hill	Renewal
Merrill Lynch	Renewal
Monex	New client*
National Geographic Society	Renewal
Newsweek	Renewal
North American Coin	Renewal
OTC Review	Renewal
Paulson Investment Co.	Renewal
Philadelphia Stock Exchange	Renewal
Princess Cruises	Renewal
Prudential-Bache	Renewal
Quick & Reilly	Renewal
Remote Computing Group	Renewal
Research Magazine	Renewal
Savings and Loan Association	Renewal
Stock Market Cycles	Renewal
Technology Illustrated	Renewal
Texas Instruments	New client*
Tri Fund	Renewal
United Business Services	New client*
Value Line	Renewal
Wellington Financial Corp.	Renewal
West Coast Metals	Renewal
William O'Neil Inc.	Renewal
National Jewish Television	
Crazy Eddie	Renewal
El Al	Renewal
EMGO	New client*
Goody Products	Renewal
Israel Coins and Metals	Renewal
Sheraton Hotels	Renewal
SIN	
Clorox	New client
Colgate/Palmolive	New client
Kraft	Renewal
McDonald's	Renewal
Mennen	New client
Miles Laboratories	New client
Scott Paper	Renewal
Sear's	Renewal
SPN	
Allied Corp.	Renewal
American Express	Renewal
American Photographer	Renewal
Banker's Life	Renewal
Best Western Hotels	Renewal
Celanese Fabrics	New client
Clairol	Renewal
Eastern Airlines	Renewal
Fritz & LaRue Oriental Rugs	New client*
Harvard Business Review	Renewal
Kikkoman	New client
Lee's Carpet	New client*
Newsweek	Renewal
Nine Lives Cat Food	Renewal
Norsk Hydro	New client*
Norwegin-American Cruises	New client*
Norwegin Salmon & Trout	New client*
Paul Hansen Co.	New client*
Penn House Furniture	New client*
Questor	New client
Ralston Purina	Renewal
Royal Caribbean Cruise Lines	New client*
Rubbermaid	Renewal
Sagawa Express	New client*
Saran Wrap	Renewal
Scandinavian Airways	New client*
Sheraton	Renewal
TV Guide	Renewal
Telefrance	
Air France	Renewal
American Furs	Renewal
Book of the Month Club	Renewal
Chanel	Renewal
French Food and Wines	Renewal
Galeries Lafayette	Renewal
Yves St. Laurent	Renewal
USA Network	
Allied Corp.	Renewal
Allstate Insurance	Renewal
American Home Products	Renewal
Anheuser-Busch	Renewal
Armour-Dial	Renewal
Peter P. Cadbury/Schweppes	Renewal
Campbell Soup	Renewal
Clorox	Renewal
Colgate-Palmolive	Renewal
Castle & Cooke Foods	Renewal
Duracell	Renewal
General Foods	Renewal
General Mills	Renewal
Hanes	Renewal
Holiday Inns	Renewal
Kellogg's	Renewal
Kikkoman	Renewal
Kimberly-Clark	Renewal
Kno-Mark	Renewal
Levi Strauss	Renewal
Mattel	Renewal
Mazda	Renewal
Miller	Renewal
Mobil	Renewal
Noxell	Renewal
Owens-Corning	Renewal
Pillsbury	Renewal
Toyota	Renewal
Warner Lambert	Renewal
The Weather Channel	
American Gas Association	Renewal
General Foods	New client
Heil & Whirlpool	Renewal
Lennox Industries	Renewal
Prudential-Bache Securities	Renewal
RCA	Renewal
Union Carbide	Renewal
WTBS	
American Home Products	Renewal
Auto Week	Renewal
Block Drug	Renewal
Firestone	Renewal
Glove Insurance	New client*
Harcourt, Brace	New client
HBO	Renewal
IBM Corp.	Renewal
J.T. Eaton	Renewal
Knapp Publishing	Renewal
L.J.N.	Renewal
Nestle	Renewal
Silver Eagle	Renewal
Spalding	New client
Stroh's	Renewal
Texas Instruments	Renewal

* New to network advertising.

- The Entertainment Channel quits pay, talks basic
- Turner explores merger possibilities
- Details on copyright loophole theory
- USA mounts national consumer ad campaign

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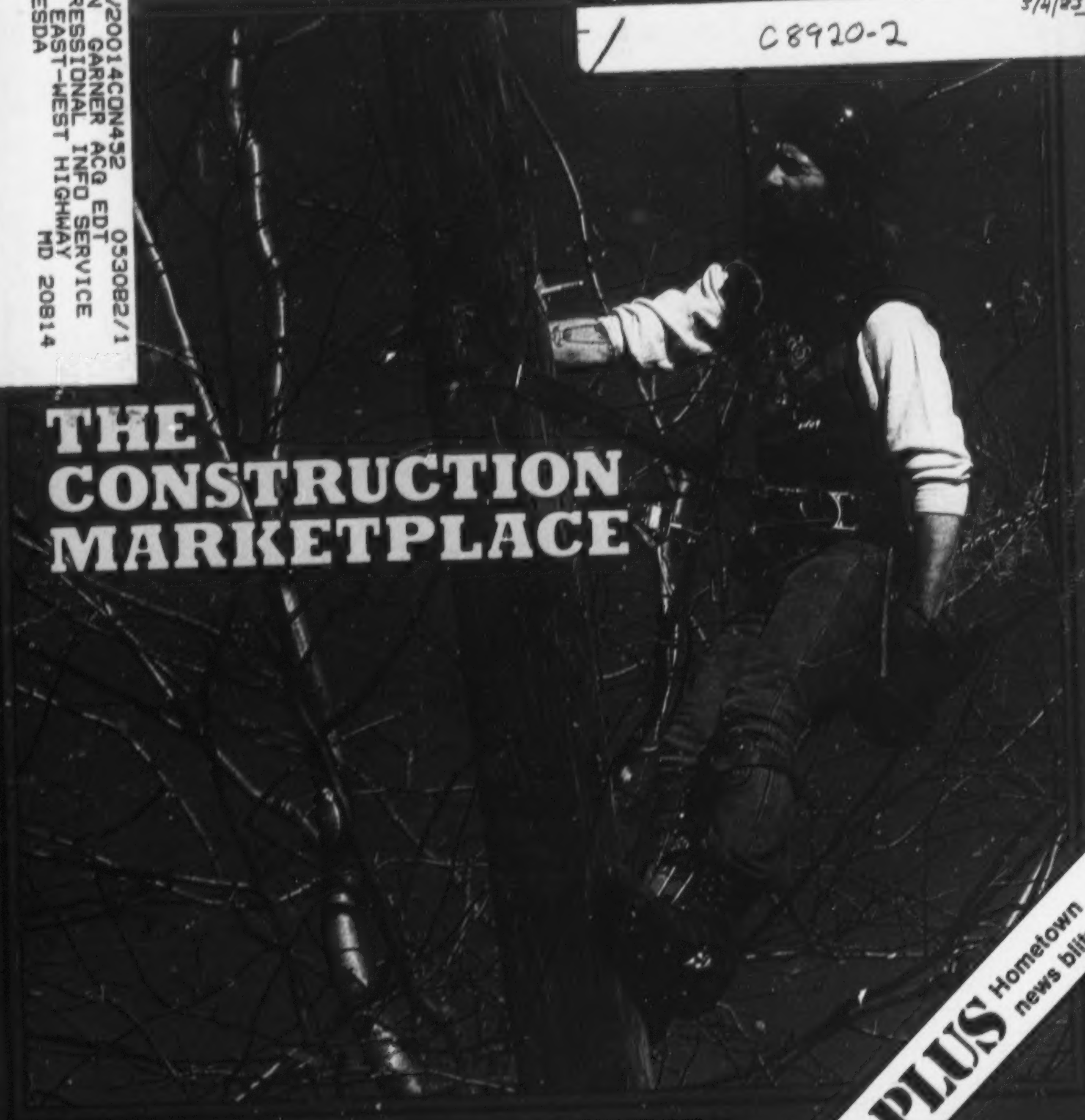

THE CONSTRUCTION MARKETPLACE

PLUS Hometown news blitz

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CableVision

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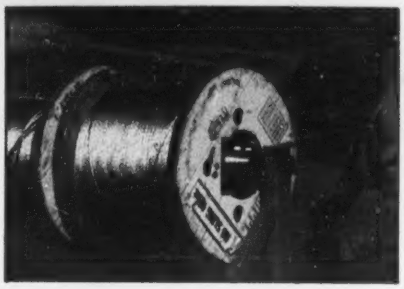

Hanging tough

CableVision Senior Editor Fred Dawson surveyed the cable construction industry and reports on its progress to date. There's severe price-cutting, product "dumping" and some panic and frustration in the field, but most contractors are "trimming the fat" to survive 1983. **Page 71.**

TEC quits pay

After less than a year's flight, The Entertainment Channel grounded itself as a pay service, setting a March 31 shutdown date. On the drawing board, however, are TEC plans to re-enter the cable market as an ad-supported basic service. **Leading the week, pages 15-20.**

'Pirates' penetration low

Universal Pictures' pay-per-view screening of *The Pirates of Penzance* met with less-than-hoped-for response from STV and cable subscribers alike. **Leading the week, pages 15-20.**

Turner discusses merger

Ted Turner has been talking about merger and joint-venture possibilities with a number of companies. CBS is one of them. **Leading the week, pages 15-20.**

Caltec leads in Baltimore

In a surprise move, the Baltimore Board of Estimates recommended Caltec Cablevision over early favorite Cox Cable for the city's franchise. **Leading the week, pages 15-20.**

Cable access to NY apartments

A New York appeals court upholds a law giving cable operators access to apartment buildings for a nominal fee. **Leading the week, pages 15-20.**

'Paper view' confusion

Group W and Viacom studies show that subscribers and non-subscribers alike confuse pay-per-view with pay and basic cable. Some weren't familiar with the term itself; a few thought the term was "paper view." As a result, many don't buy. **Page 27.**

Contractors callbook

A pull-out chart listing contractors' providing service to the cable industry. **Page 35.**

'Nova' on cable?

Boston public television station WGBH is looking to cable as a potentially profitable aftermarket for re-release of vintage *Nova* and other original programming. **Page 51.**

USA Network ad blitz

USA Cable Network will spend $4.5 million in 1983 for consumer ads on broadcast television, cable networks, magazines and radio. **Page 57.**

Teleport interest rising

All of the major cable TV programming services with uplinks in the New York metropolitan area are talking to port authority officials about using proposed Staten Island teleport. **Page 61.**

1982 franchise awards

List of cable TV franchises granted nationwide last year. **Page 77.**

Christensen's loophole theory

In a lengthy interview with *CableVision*, Gary Christensen, former NCTA counsel and 1966 FCC cable task force member, explains his claim that up to 34 slots on cable systems are exempt from higher distant signal copyright fees that go into effect March 15. **Page 163.**

About the cover

February marked the beginning of construction of a cable system for the city of Denver. Permittee is Mile Hi Cablevision, a partnership of ATC and Daniels & Associates. Contractor is Aeby Communications, Nashville, Tenn. Photo by Gretchen Dietsch.

This week in PLUS

Cablevision of Connecticut's *Cablevision News 12* combines a big-time look with a local touch. And the southern Fairfield County system believes it's spending its money wisely. Well-done local news may turn out to be the best system marketing around. Meanwhile, majority partner Scripps-Howard gets a farm team for its broadcast news operations throughout the country. . . George Gerbner does not like cable. In an interview with *CableVision Plus*, he discusses why cable's narrowcasting creates "cultural conservatives," while he sees TV as "mass ritual." As he traces the development of media from tribal times, he explains why cable is, in some ways, the return of the print culture. . . Cable's not the only player in the game to win the electronic banking market. And while Cox and Times Mirror both are conducting electronic banking experiments, many banks have yet to be convinced that cable has any real advantage over telephone. **Pages 87-110.**

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soft in 1983 is actually a new norm which everyone must adjust to.

What, exactly, is going on in the CATV marketplace? "Normally," noted North Supply's Ingram, "you'd expect MSOs to be buying now for current needs and for future projects out to 60 days from now. But there's a holdoff attitude on the part of a good number of U.S. cable companies. They're moving a little more cautiously and buying in smaller quantities. You don't see MSOs making a decision on several projects at once and, bingo, putting in a $2 million order."

Among the contractors, the experience is the same. There is new activity, and things look better than they did two months ago. But the picture is significantly different from that of previous springs.

Robert Long, vice president of Burnup and Sims, reported business looks better than it did in the last quarter of 1982, but the market has changed. "I wouldn't call it a slump," he said. "It's just that people finally have time to sit back and register what's going on in the business. Before, it was just bid and buy. Now, some of these companies (MSOs) are looking back and questioning the thinking that led to 108 channels and institutional networks running everywhere. The franchising and operations departments were separate entities, and in some cases the franchising people banked too heavily on the operations people to provide the wares to fill those channels. Now, with most of the heavy franchising activity over, the only people left who were responsible for those

1982 franchise awards

Last year was another busy period for franchising activity, particularly in small and medium-sized communities. The majority of new franchises were awarded to the industry's larger MSOs, with companies such as Tribune Cable, Group W Cable, Continental Cablevision and United Cable all adding substantial numbers of new homes to their potential subscriber counts. Joint ventures between major MSOs also were a noticeable trend in the larger franchise awards, as Tribune-United joined together in Oakland County, Mich., Sacramento, Calif., and Montgomery County, Md., to win more than 160,000 new homes, while ATC and Daniels & Associates submitted the winning bid for the 216,000-home Denver, Colo., franchise.

The following chart details cable TV franchises that were awarded in 1982. It lists the communities included in the franchise area, the company awarded the franchise, the month the franchise was granted and the number of homes in the franchise area.

State/Location	Company name	Month	Homes
Alabama			
Taylor	Wometco	June	430
Arizona			
Goodyear	Camelback Cablevision	October	1,000
South Tucson	Cox Cable	October	
California			
Alameda	United Cable	April	27,802
Beaumont	Field Cablevision	August	3,200
Bellflower	Communicom	October	
Boyle Heights	Buena Vista Telecommunications	January	23,000
Davis	Davis Cable Cooperative	December	14,000
El Monte	Group W	September	24,000
Garden Grove	Rogers UA Cablesystems	February	40,000
Gardina	Group W		17,000
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows	United Cable		47,000
Harbor City, Wilmington, San Pedro	Colony/Harbor Cablevision	April	29,000
Hawthorne	Group W		23,800
Kerman	Group W		5,800
Lakewood	Tribune Cable	November	26,000
Lawndale	Group W		8,200
Lomita	Colony	December	8,000
Los Almitos	Rogers UA Cablesystems	May	5,000
Sacramento	United Tribune	September	306,000
San Fernando	Cable America		
South Gate	Group W		23,200
South Monrovia	Falcon Communications	December	5,450
Torrance	Group W	February	52,000
Tulare	Scripps Howard/Mickelson Media	May	

(1982 franchise award chart continued on p. 131.)

Franchise Awards 1982

(Continued from p. 77.)

State/Location	Company name	Month	Homes
Colorado			
Cherry Hills	United Cable	March	1,600
Denver	ATC/Daniels & Associates	May	216,000
Edgewater	Telemax	February	
Greenwood Village	United Cable	July	1,600
Lafayette	Scripps Howard	November	4,000
Longmont	Longmont Communications	May	
Northglenn	ATC		9,900
Wheat Ridge	ATC	June	13,000
Connecticut			
Vernon Consortium (cable area 12)	United Cable	December	22,551
Enfield, Hartland, East Grandy, Somers, Stafford, Union East Windsor, Suffield, Windson Locks (Cable area 13)	Continental Cablevision	December	37,000
Florida			
Gulf	Centel	April	115
Pinellas County	Vision Cable	June	10,000
Plantation	Planned Cable Systems	January	
Tampa	Tribune Cable	December	114,000
Georgia			
Fayette County, Tyrone	Wometco	February	8,700
Lovejoy	Wometco	May	150
Illinois			
Alsip	Multi Media Cablevision	September	
Bensonville	Continental Cablevision	November	6,200
Broadview	Cablevision Systems	October	3,300
Brookfield	MetroVision	March	6,000
Countryside	Cablevision Systems	October	3,000
Flossmoor	Centel	January	3,137
Glen Ellyn	Group W	March	
Glenview	Cablenet	September	
Hazel Crest	Centel	March	4,701
Hillside	Continental		3,500
Inverness	Centel	February	1,100
Kane County	Centel	April	2,530
La Grange, La Grange Park, Indian Head Park	Centel	October	15,301
Lake County (uninc. areas)	Centel	February	2,869
Lincolnwood	Cablevision Systems	November	4,714
Lockport	TCI		
Lombard, Elmhurst, Oakbrook Terrace	Continental	October	13,000
Matteson	Centel	February	3,100
Morton Grove	Continental	October	
Naperville	Centel	December	
Northbrook	Cablenet	October	
Olympia Fields	Centel	July	1,339
Richton Park	Centel	September	3,500
Riverdale	Continental		7,500
South Holland	Multimedia	December	7,400
Westmont	Continental		5,000
West Chicago	Centel	August	4,664
Wooddale (Itasca, Bloomingdale, Rosell, Carol Stream, uninc. areas of DuPage County	MetroVision	October	27,000
Woodridge	Cablevision Systems	January	8,650
Indiana			
Boone County	Quality CATV	March	
Cedar Lake	US Cable	March	
Elmora	Quality CATV		
Gaston	Quality CATV		
Hebron	Cable Communications Inc.	August	
Lyou	Quality CATV		

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Franchise Awards 1982

State/Location	Company name	Month	Homes
Miami	TeleCable	March	
Munster	US Cable	December	6,948
Roachdale	Quality CATV		
Westfield	Noblesville Cablevision	January	
Zionsville	Omega	April	4,000
Iowa			
Denver	Heritage	January	
Desoto	Heritage	September	
Essex	Heritage	September	
Granger	Heritage	December	
Janesville	Heritage	December	
Shell Rock	Heritage	April	
Van Meter	Heritage	September	
Ventura	Heritage	November	
Waverly	Heritage	January	
Woodward	Heritage	February	
Kansas			
Parsons	ATC		3,600
Kentucky			
Georgetown (Scott County)	Centel	April	4,500
Herdin	US Cable	March	
Madison County	Centel	July	3,400
Pioneer Village	Matrix	January	280
Louisiana			
Acadia Parish (wards 3,7)	Wometco	May	1,950
Evangelo	Wometco	December	1,450
Leonville	Wometco	June	110
St. Tammany Parish	Wometco	February	2,000

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Franchise Awards 1982

State/Location	Company name	Month	Homes
Maryland			
Montgomery County	Tribune-United	October	206,000
Massachusetts			
Abington	Campbell Communications	October	
Acton	Adams-Russell	September	6,400
Ayer	Nashoba Communications	November	
Bedford	Adams-Russell		3,813
Bellingham	Alda Group	January	5,500
Bourne	Campbell Communications		
Braintree	Adams-Russell	September	11,700
Danvers	Rollins Cablevision		
Dedham	Bay Cable Affiliates	May	
Foxboro	Cablevision Systems	January	
Holbrook	Continental		3,500
Hopedale	Alda Group	July	
Martha's Vineyard	Dukes County Cable TV		
Medway	Cablevision Industries	June	
Merrimac	Northeast Cablevision	April	
Middletown	Rollins	October	1,700
Milton	American Cablesystem	January	8,500
Needham	Continental	July	9,500
Nehant	Warner Amex		
Norton	Rollins Cablevision	January	3,600
Pembroke	Campbell Communications		
Randolph	American Cablesystems	November	9,800
Rockland	Campbell Communications	December	
Salisbury	New England Cablevision	January	
Scituate	American Cablesystems	September	6,800
Shrewsbury	Shrewsbury Electric Light		9,000
Stoughton	Continental		8,800
Westford	Nashoba Communications	January	
Westwood	Adams Russell	January	
West Newbury	American Cablesystems	July	1,000
Whitman	Continental	October	4,500
Wrentham	Cablevision Systems	December	
Michigan			
Clarkston	Tribune Cable	December	7,200
Emlay City	Essex Group	April	1,000
Farmington (Farmington Hills)	MetroVision	January	36,000
Hazel Park	Continental		7,600
Lake Michigan Township	Essex Group	June	200
Marquette	Marquette Cablevision		7,000
Monroe	Communication & Cablevision	December	
Oakland County	Tribune-United	March	104,000
Oak Park	Continental		10,500
Romeo	Harron		1,000
Southern Oakland County (Birmingham, Beverly Hills, Bingham Farms, Franklin)	Booth Communications/Heritage	February	15,000
Sterling Heights	Comcast	February	35,000
Minnesota			
Chaska	Zylstra/United	February	
Hastings, Marshan	Telephone & Data Systems	October	
Kesson	Group W		
Northfield City and Township	Zylstra/United	September	
Oliva	North American Communications		
Owatonna	Tribune Cable	December	7,000
Ramsey (Washington County)	Group W		31,000
Roseville (Arden Hills, Falcon Heights, Lauderdale, Little Canada, North Oak, St. Anthony, Shoreview, New Brighton, Moundsview)	Group W	November	44,000
Rush City (Princeton, Mora Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Arthur, Bradford, Chegwatana, Spencer Brook, Pokegama)	Combined Cable	December	
Shakopee	Zylstra/United	September	

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Franchise Awards 1982

State/Location	Company name	Month	Homes
Mississipi			
Noxapater	Essex Group	March	275
Missouri			
Herculancum	US Cable		
Jefferson City	TCI	April	13,000
Jefferson County	US Cable	February	
Maplewood	Continental	January	5,200
Perely	US Cable		
Vendalia	Cablevision of North Kansas City	November	
New Hampshire			
Kingston	Harron Communications	November	
Londonberry	Harron Communications	August	
Plaistow	Rockingham County Cablevisions	October	
New Jersey			
Princeton	Dow Jones	September	
New York			
Croton-on-Hudson	American Cablesystems	May	2,400
Freedom	Tri-County US Cable	February	
Harrison	Adams Russell		
Jay, (Blackbrook)	Wometco		1,500
Ogden Spencerport	Group W	March	4,500
Palmyra (Hilton)	Group W	June	
Union Springs (Aurora, Aurelius, Cayuga County, Ledyard, Springport)	Cablevision Industries		
Westfield	US Cable	April	4,500
North Carolina			
Bethel (Robersonville, Parmele)	Multimedia	December	2,500
Black Crate	Wometco	October	425

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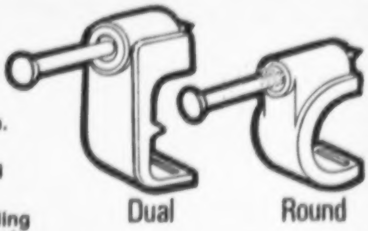

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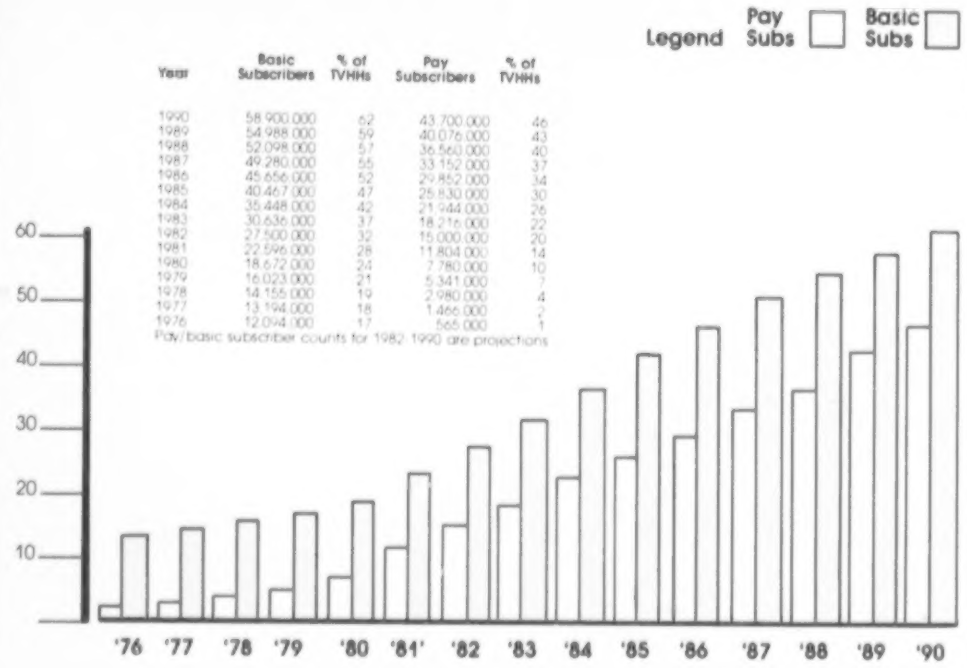
Franchise Awards 1982

State/Location	Company name	Month	Homes
Davie County	Summit Cable	June	
Mackienburg County	Vision Cable	January	
Stantonsburg	Wometco	August	540
Wake County	Wometco	August	4,000
Ohio			
Bainbridge	Cablevision Systems	November	
Bentlyesville	Matrix Enterprises		
Brecksville	Complexicable		126
Brunswick	TCI		
Cairo	Centel	February	270
Clinton	Capital Cities	February	400
Gweman Township	Centel	February	1,800
Jackson Township	Warner Amex	January	10,000
Lake Choctaw	Centel	February	500
Lawrenceville	Centel	February	114
Maple Heights	Viacom	January	11,200
Moreland Hills	Viacom	July	1,040
Newtown	Warner Amex	June	
North Hampton	Centel	March	168
Pepper Pike	Viacom	July	1,934
Tremont	Centel	January	
Vermillon	Adelphia	January	4,100
Wadsworth (Crosby Township)	Warner Amex	February	6,000
Whitehouse	Community Cable TV		
Yellow Springs	Centel	May	1,950
Oregon			
Dayton	Liberty	March	450
McMinnville	Liberty Communications	December	
Milwaukee	Tribune Cable		7,500
St. Helens	Harmon	February	3,000
South Carolina			
Paris Island	Acton Corp.	March	
Tennessee			
Bartlett	Heritage	January	
Cheatham	Cablevision Enterprises	January	
McLemoresville	Essex Group	March	150
Texas			
Lewisville	Group W		10,000
Wallis	Star CATV	September	420
Virginia			
Ashland	Continental		15,000
Fairfax County	Media General	July	200,000
York County	Continental		9,000
Vermont			
Forest Dale	Curtis Prescott	May	
Vergennes (Shelburne, Ferrisburg)	Small Cities Cable Television	August	
Warren (Fayston, Waitsfield Duxburg, Moretown)	Waitsfield Fayson Telephone Co.	May	
West Dover	Area Telecable Corp.	June	
Washington			
Granger, Toppenish Wapato, Zillah	McCaw Communications		
Seattle (Central District)	Seattle Community Cablevision		
South Prairie	Cable TV Puget Sound	October	
Wisconsin			
Brookfield	RVS Cablevision	March	
Kenosha	Total TV	December	
Milwaukee	Warner Amex		252,000
Mukwonago	RVS Cablevision	January	
Oak Creek	Viacom	August	5,800
St. Francis	RVS Cablevision	November	

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	27.500.000	32	15.000.000	20
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH) 82,100,000
Homes passed by cable (HP) . 45,310,421
Percent of TVHH passed by cable 55.2%
Basic cable subscribers .. 26,991,845
Percent of TVHH with basic cable 32.9%
Percent of HP with basic cable 59.6%
Pay cable units 14,550,000
Percent of TVHH with pay cable 17.7%
Percent of HP with pay cable 32.1%
Percent of basic subs with pay cable .. 53.9%

Figures are as of October 1982

Film product comparison—March

Film	Pay Networks					Distributor
A Doll's House				HTN		Paramount
A Little Sex		ST	TMC			Universal
A Stranger Is Watching	HBO*		TMC*			MGM/UA
Adventures of the Wilderness Family Part II	HBO	ST*	(TMC)			Simcom
Alex In Wonderland					C	MGM/UA
The Amateur	HBO	ST	TMC			20th Century-Fox
The Amazing Mr Blunden				HTN		Excel Video
The American Success Company					C	Columbia
An American Werewolf In London	HBO					PolyGram
Arthur	(HBO)	(ST)	(TMC)	HTN*		Warner Bros
The Atomic Cafe					C	Picturemedia
The Bad News Bears	HBO*					Paramount
Barbarosa					C	ITC
Barry Lyndon			TMC		(C)	Warner Bros
The Beast Within	HBO		TMC			MGM/UA
The Beasts Are On the Streets					C	Worldvision
Becket			TMC			VCI
Because You're Mine		ST				MGM/UA
The Bible					C	20th Century-Fox
Billy Jack		ST			(C)	Warner Bros
Black Beauty		(ST)		HTN*		Paramount
Blow Out		(ST)			C*	Orion
Bobby Deerfield		ST		(HTN)		Warner Bros
Body Heat	(HBO)	ST)	TMC*			Warner Bros
The Boys In Company C					C	Columbia
Breaking Up Is Hard To Do					C*	Columbia
Brother Sun, Sister Moon			TMC			Paramount
The Brute		ST				Brent Walker
Butterfly		ST	(TMC)			Analysis
By Design			TMC			Atlantic
Cannery Row	HBO*		TMC*	(HTN)		MGM/UA
Cat People		ST	TMC			Universal
Challenge To Be Free	HBO*		(TMC)			Simcom
Chanel Solitaire	HBO*		(TMC)			United Film
Chariots of Fire	HBO	ST	TMC	HTN		Warner Bros
Cheaper To Keep Her					C	Paramount
Cheech and Chong's Nice Dreams	HBO	(ST)	(TMC)		(C)	Columbia
Chu Chu and the Philly Flash		ST	(TMC)	(HTN)		20th Century-Fox
Clash of the Titans					C	MGM/UA

Film	Pay Networks					Distributor
Coach	HBO					HBO
Confessions of a Driving Instructor					C	Columbia
Dead End		ST				Samuel Goldwyn Co
Deadly Games		ST				Atlantic
Death Hunt		ST			C*	20th Century-Fox
Death Wish II					C*	Orion
Diner		ST*	(TMC)		C*	MGM/UA
The Disappearance					C	World Northal
Doctor Zhivago			TMC	(HTN)		MGM/UA
The Dot and the Bunny		ST				Satori
Dragonslayer	HBO*	(ST)	(TMC)			Paramount
The Drowning Pool				HTN*	(C)	Warner Bros
The Earthling	HBO		TMC			Orion
Echoes			TMC			Herbeval
Enchantment		ST				Samuel Goldwyn Co
Endless Love	(HBO)				C*	PolyGram
Escape From New York	HBO				(C)	Embassy
Evil Under the Sun	HBO					AFD
Excalibur		ST	TMC	(HTN)		Warner Bros
Extreme Close-Up		ST*				Mann
Eye of the Needle					C*	MGM/UA
Eyewitness		(ST)	(TMC)		C	20th Century-Fox
Fiddler on the Roof		(ST)	(TMC)	HTN*	C*	MGM/UA
The Final Conflict	HBO	(ST)	(TMC)			20th Century-Fox
First Monday in October	(HBO)	(ST)	(TMC)	HTN*		Paramount
Five Days From Home				HTN		Universal
The Fixer				HTN*		MGM/UA
Forbidden Games					C	Janus
Force 10 From Navarone					C*	Orion
The Four Seasons	(HBO)	ST	(TMC)	HTN*		Universal
Free Spirit			TMC			Brenner
Friday the 13th			TMC			Paramount
Funeral Home		ST			C	Wescom
Gallipoli	HBO*	(ST)	(TMC)	(HTN)		Paramount
The Gang That Couldn't Shoot Straight				HTN*	C*	MGM/UA
The Garden of the Finzi-Continis			TMC			Almi Group
Gas		ST				Paramount
Geordie					C*	Alan Enterprises
Gimme Shelter					C*	Almi Group
Girl in White		ST				MGM/UA
The Goldwyn Follies		ST				Samuel Goldwyn Co
The Great Muppet Caper	HBO*				(C)	ITC
The Great Train Robbery		(ST)	(TMC)	HTN*	C*	MGM/UA
Gulliver's Travels	(HBO)				C	Viacom

Cable stats

Film	Pay Networks					Distributor
Gunn				HTN		Paramount
Guys and Dolls					C	Samuel Goldwyn Co.
Happy Birthday To Me		(ST)	TMC			Columbia
Harold and Maude		(ST)			C*	Paramount
Heartbeeps	(HBO)	(ST)		HTN		Universal
Heartland	HBO	(ST)	(TMC)			William Morris
Heidi		ST			(C)	Warner Bros.
The High and the Mighty	HBO					Batjac
Honky Tonk Freeway					C*	AFD
H.O.T.S.					C*	Blum Group
Hot T-Shirts					C*	Wrightwood
House Calls	(HBO)	(ST)	(TMC)	HTN*		Universal
Human Feelings					C*	Worldvision
I Ought To Be In Pictures	HBO	ST	TMC	HTN		20th Century-Fox
The Irishman	HBO					Atlantic
Jabberwocky			TMC			Almi Group
Jack and the Beanstalk	(HBO)	(ST)		HTN*		Columbia
The Jericho Mile			TMC		C	ABC
Jonathan Livingston Seagull				HTN*		Paramount
Julia			TMC			20th Century-Fox
Julie		ST			(C)	MGM/UA
Kill and Kill Again	HBO	(ST)	TMC			Film Ventures
La Cage Aux Folles II	HBO		(TMC)			MGM/UA
The Lady In Red					C*	New World
The Last Hunt					C*	MGM/UA
The Last Metro		(ST)	TMC	HTN*		MGM/UA
The Learning Tree		ST			(C)	Warner Bros.
Legend of the Lone Ranger	HBO				(C)	ITC
Leopard In the Snow					C*	New World
Little Mo	HBO					Worldvision
The Looney, Looney, Looney Bugs Bunny Movie	(HBO)	ST		(HTN)		Warner Bros.
The Magician of Lublin					C	HBO
Making Love	HBO*		TMC*			20th Century-Fox
The Man Who Loved Women					C*	Almi Group
The Man Who Would Be King					C	Lorimar
Mandingo					C	Paramount
Marco Polo, Jr	HBO			(HTN)		SMA Entertainment
Meatballs					C*	Paramount
Mistress Pamela		ST				Intercontinental
Modern Problems	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Moscow Does Not Believe In Tears		(ST)		HTN	C	IFEX
The Mystery at Castle House					C*	Satori
Neighbors	HBO*					Columbia
Never So Few		(ST)		(HTN)	C	MGM/UA
Never Never Land				(HTN)	C	Thorn EMI
Nighthawks	HBO*	ST	TMC			Universal
Nobody's Perfekt	HBO		(TMC)			Columbia
Norman . . . Is That You?		ST			(C)	MGM/UA
North By Northwest				HTN*	(C)	MGM/UA
Nothing By Chance				HTN		Corinth
The Odd Job			TMC			Atlantic
Oh Heavenly Dog	(HBO)				C	Mulberry Square
On Golden Pond	HBO*					AFD
On the Right Track	HBO	(ST)	(TMC)	HTN*		20th Century-Fox
Once In Paris				HTN*		Castle Hill
Only When I Laugh	(HBO)				C*	Columbia
Ordinary People	HBO	(ST)			(C)	Paramount
Our Very Own		ST*				Samuel Goldwyn Co.
Outland		(ST)	TMC			Warner Bros.
Over the Edge		ST				Warner Bros.
Paternity	HBO*	ST*	(TMC)	(HTN)		Paramount
The Patsy			TMC			Paramount
Pray TV		ST				Orion
Pretty Baby			(TMC)		C*	Paramount
The Pride of the Yankees					C*	Samuel Goldwyn Co.
Private's Progress					C*	Alan Enterprises
Quest For Fire	HBO	ST	TMC			20th Century-Fox
Ragtime	HBO*					HBO
Raintree County		(ST)	(TMC)	HTN*		MGM/UA

Film	Pay Networks					Distributor
The Red Badge of Courage					C	MGM/UA
The Return of a Man Called Horse					C*	MGM/UA
Rich and Famous		ST*	(TMC)		C*	MGM/UA
Rough Cut		ST			(C)	Paramount
Ruckus			TMC	HTN		Wrightwood
Sayonara					C*	Samuel Goldwyn Co.
Scapegoat		ST				MGM/UA
The Seduction	HBO*	ST*	TMC*			Embassy
The Sensuous Nurse		ST*			C	Castle Hill
The Sex Machine		ST				Seymour Borde
Sharkey's Machine	HBO*	(ST)	(TMC)			Warner Bros.
Shoot the Moon	HBO	ST	TMC			MGM/UA
The Shootist	HBO					Paramount
Small Town Girl		ST				MGM/UA
Southern Comfort		ST*	(TMC)		C*	Atlantic
St. Helens					C*	Michael Murphy
Stevie			TMC			Samuel Goldwyn Co.
The Stunt Man		ST*				Viacom
Super Fuzz	HBO*	ST				Embassy
Superman II	HBO*	(ST)	(TMC)	(HTN)		Warner Bros.
Swamp Thing	HBO*	ST*	TMC*			Embassy
Taps	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Tarzan, The Ape Man	(HBO)		TMC			MGM/UA
The Tender Trap				(HTN)	C	MGM/UA
Ticket to Heaven		ST*	TMC		C	Stalker
Tim				HTN*		Satori
Time Bandits		ST*	(TMC)			Embassy
The Tinderbox					C	Corinth
To Die of Love					C*	MGM/UA
Treasures of the Snow	HBO					Turner Program Services
The Turning Point			TMC		C*	20th Century-Fox
Under the Rainbow				HTN		Warner Bros.
The Unseen		ST				Viacom
Victory	(HBO)			(HTN)	C	Lorimar
Virus			(TMC)	HTN		Broadwood
The Wanderers		ST			(C)	Warner Bros.
West of Zanzibar					C*	Janus
White Water Sam		ST				K. Larson
Whose Life Is It Anyway?		(ST)	(TMC)		C*	MGM/UA
Wolfen		(ST)	TMC			Warner Bros.
Yankee Doodle Dandy				HTN		MGM/UA
Young and Free		ST				Manson

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in October, November, December and/or February.

■ An asterisk following a network indicates the film is a carry-over from October, November, December, January and/or February.

■ In total, 194 films appear on the March schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (October 1982-February 1983), 15 films appeared on four of the five networks, 31 on three and 51 on two networks. Ninety-seven films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 32, followed by Paramount with 22 and Warner Bros. with 18.

■ For the third consecutive month, a film appears on the program guide covers of all the services listed here. This time, the honor belongs to "Chariots of Fire," last year's Oscar-winning Best Picture. Joining "Chariots of Fire" on the Showtime guide: "Cat People," the Santana/Heart Concert of the Americas, and Pia Zadora appearing in "Pajama Tops." On the HBO/Cinemax guide with "Chariots"—"An American Werewolf in London," "Barbarosa" and "An Evening With Robin Williams."

Correction: "She's 19 and Ready," a film appearing on Cinemax the last two months, was inadvertently listed with TeleMine the distributor. The film is distributed by Telepictures.

Top 20 MSOs

Rank	Multiple system operator	Basic Subs
1.	Tele-Communications Inc.[1]	2,255,000
2.	American Television and Communications	2,104,705
3	Group W Cable	1,838,922
4	Cox Cable Communications	1,290,880
5	Warner Amex Cable Communications	1,200,000
6	Storer Cable Communications	1,163,187
7.	Times Mirror Cable Television	792,719
8.	Rogers UA Cablesystems	705,266
9	Newhouse Broadcasting[2]	683,327
10.	Continental Cablevision	619,000
11.	Viacom Cablevision	609,907
12.	United Cable Television Corp.	538,830
13.	Sammons Communications Inc.	522,448
14	TeleCable Corp.	382,009
15.	Capital Cities Cable	314,283 (11/82)
16	General Electric Cable Corp.	306,000
17.	Cablevision Systems Development	283,000
18	Comcast Cable Communications	283,000
19.	Heritage Communications Group	271,864
20.	Jones Intercable Inc.	240,711 (1/83)

[1] Number is a company estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.

Top 20 systems

Rank	Location	Operator	Subscribers	
1.	San Diego, Calif.	Cox Cable	220,836	(10/82)
2.	Woodbury, (Long Island), N.Y.	Cablevision	180,480	
3.	Manhattan, N.Y.	ATC	169,250	
4.	Houston, Texas[1]	Warner Amex	151,350	
5.	West Orange, N.J.	Maclean Hunter	145,291	
6.	San Antonio, Texas	Rogers UA Cable	145,196	
7.	Wayne, N.J.	Rogers UA Cable	113,958	
8.	Tulsa, Okla.	United Cable TV	103,374	
9.	Audubon, N.J.	NYT Cable	98,490	
10.	Erie County, N.Y.	Prime Cable	97,733	
11.	Austin, Texas	ATC	97,300	
12.	San Jose, Calif.	Gill Industries	94,000	
13.	Tidewater, Va.	Cox Cable	89,288	(10/82)
14.	Central Islip, (L.I.),N.Y.	Viacom	84,937	
15.	Orlando, Fla.	ATC	82,550	
16.	Seattle, Wash.	Group W Cable	81,962	
17.	Jefferson Parish/Kenner, La.	Cox Cable	80,160	(10/82)
18.	Baltimore County, Md.	Caltec Cable	79,496	
19.	Cincinnati area, Ohio	Warner Amex	78,800	
20.	Memphis, Tenn.	ATC	78,025	

Note: All MSO and system sub counts are as of 12/82 unless noted otherwise.
[1] Includes Gulf Coast Cable.

CAB

- First results of CAMS data released
- Bids come in for St. Paul cable franchise
- ESPN gears up for USFL's first season
- Washington Post buys into SportsChannel

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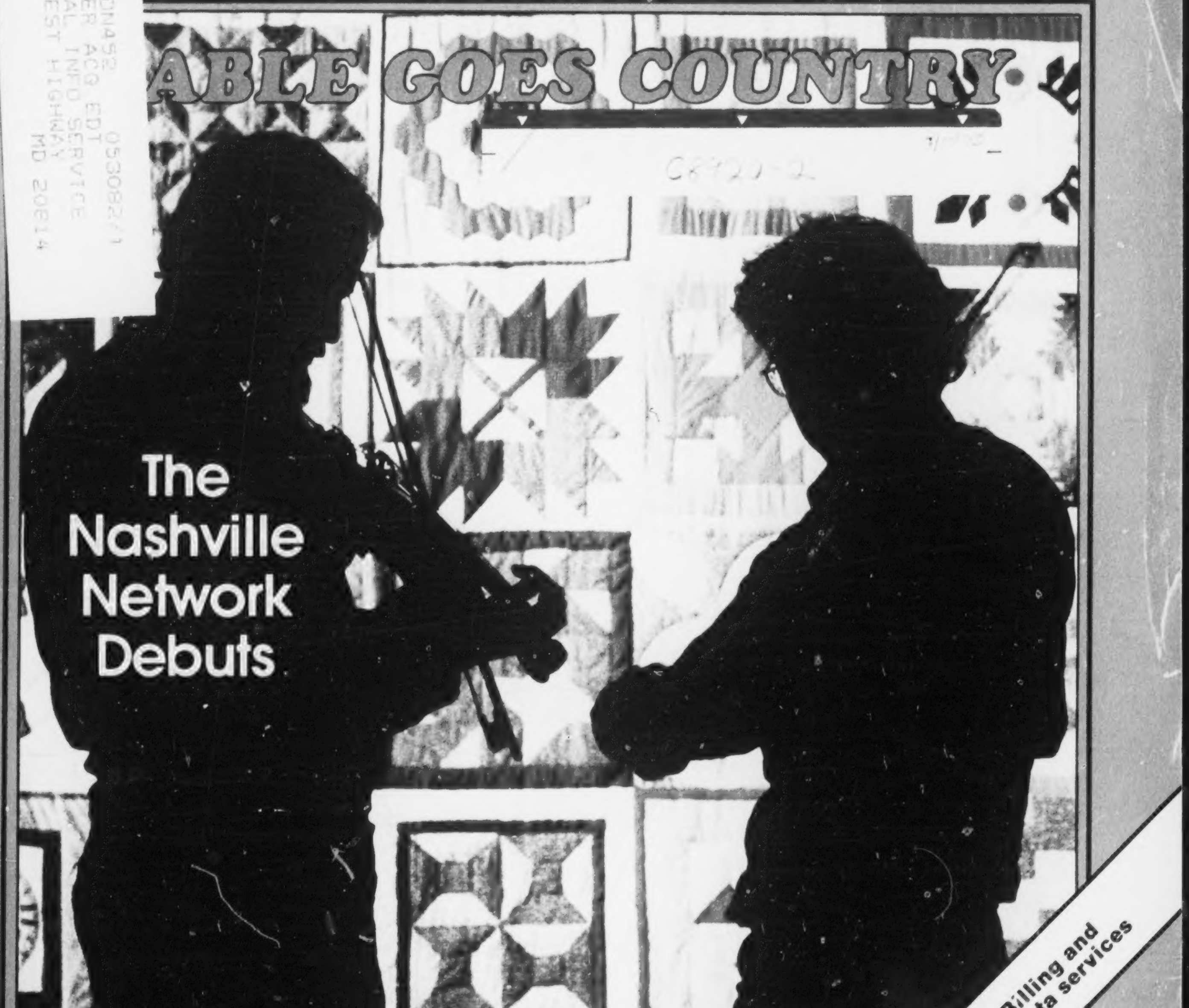

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"Tumbleweed Theater" on the Nashville Network

Nashville's climactic launch

Group W, following a strategy it used to launch SNC, offers lucrative network compensation plans and aggressive presentation of Nashville product to round up affiliate systems. **Page 51.**

Diary method not reliable

A. C. Nielsen's index tends to understate cable viewing, according to preliminary findings of the Cable Audience Methodology Study, which surveyed 13,000 TV households. New measurement techniques are in the works. **Leading the week, pages 14-20.**

Post buys into SportsChannel

The Washington Post Co. finally enters the cable industry by agreeing to buy one half of Chuck Dolan's interests in SportsChannel and SportsChannel New England. **Leading the week, pages 14-20.**

Westinghouse on the loop

Westinghouse Electric becomes the first major customer for Warner Amex's business loop in downtown Pittsburgh. **Leading the week, pages 14-20.**

Sinatra at ringside

Frank Sinatra will make his pay-per-view debut this May both in concert and as ringside commentator for a joint musical/boxing event to be offered by SelecTV. **Leading the week, pages 14-20.**

USFL kickoff marks 'firsts'

Eighteen advertisers signed on for spots on ESPN coverage of USFL inaugural weekend. **Page 25.**

USA targets youth market

Radio 1990, a half-hour program of music video clips, reviews of current books, movies and fashion, celebrity interviews and soft news features, is intended to capture the youth and prime-time markets. It debuts March 14 on USA Network. **Page 25.**

Partying for Nashville

Cable systems around the U.S. celebrated The Nashville Network's launch with parties and other promotions. **Page 51.**

Ad execs assess CAMS

Cabletelevision Advertising Bureau officials call the Cable Audience Methodology Study the best half-million dollars the industry's ever spent, but some Madison Avenue execs say its findings confirm what they already knew, and don't resolve many troubling questions. **Page 54.**

Urban's success story

Minority-run business received $5 million in cable plant work last year and expects growth to continue. **Page 55.**

ATC, Jackson settle fight

ATC will pay $4.6 million in back franchise fees and upgrade costs to end a long-running legal dispute. **Page 56.**

AT&T divestiture pact upheld

U.S. Supreme Court, without hearing oral arguments, ruled 6-3 to uphold District Court Judge Harold Greene's approval of the historic AT&T antitrust divestiture settlement. **Page 61.**

Per-unit SMATV fees

In its ongoing quest to enfranchise SMATV, the Indianapolis city/county board proposes per-unit fees and a percentage of gross revenues. **Page 61.**

About the cover

Scene from *Fire on the Mountain*, a bluegrass and mountain music show originating from The Nashville Network, launched March 7, a venture of WSM Inc. (The Grand Ole Opry) and Group W Satellite Communications. Photo by Opryland USA.

This week in PLUS

It slices, dices, tracks churn, interfaces with addressable systems and performs a myriad of managerial functions. Today's billing system does much more than merely pay your bills. Batch, on-line and in-house are the three prominent billing systems in use today; which one depends on the client's needs. . . Who's afraid of Norma Rae? Cable isn't, but maybe it should look again. MSOs have kept the unions at bay through good employee relations and competitive salaries and benefits. But meanwhile, unions slowly have been making their mark on the industry through pay TV, where most work is done by union members. **Page 27-50.**

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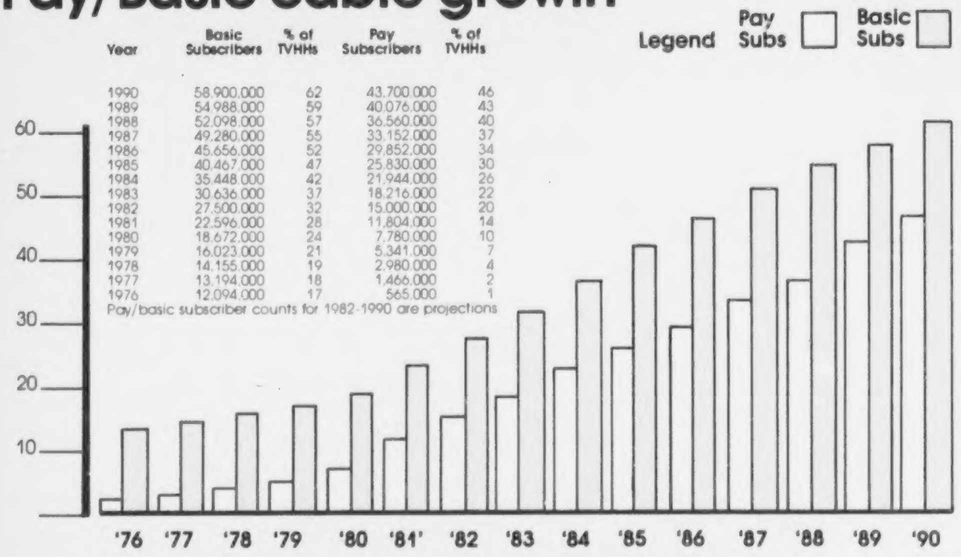
Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Franchising calendar

This chart examines the franchise status of communities during the fourth quarter of 1982 and beginning of 1983. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Arizona
Apache Junction—beginning franchise process: expect selection of cable consultant by 4/83 (8,000 homes).
Goodyear—awarded to Camelback Cablevision (1,000 homes).
South Tucson—awarded to Cox Cable 10/82.

California
Bellflower—awarded to Communicom Inc. 11/82.
Claremont—RFP issued; proposals due 4/29/83.
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes).
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 5/83 (166,000 homes).
East Yolo—developing enabling ordinance; RFP expected by early summer 1983.
Hacienda Heights, West Whittier, Bassett, Valinda, Whitter Narrows—award to United Cable.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—franchise award to Tribune Cable Co. finalized 11/2/82 (26,000 homes).
Lomita—preliminary award to Colony Communications (8,137 homes).
Los Altos—Drafting RFP, expect to issue 4/83.
Los Angeles (South Central Region)—award expected 6/83 (180,000 homes).
Palo Alto—expect RFP to be issued 5/15/83 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—RFP issued 1/83; proposals due 4/15/83 (12,000 homes).
San Buenaventura—no response to RFP.
San Fernando—final agreement signed with Valley Cable 1/83.
Signal Hill—franchise transferred to Long Beach Cablevision (Times Mirror/Knight Ridder).
South Monrovia—Board of Supervisors recommended Falcon (5,450 homes).
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected 4/83 (43,000 homes).
West Covina—issued RFP; proposals due 2/28/83 (28,000 homes).

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes).
Northglenn—awarded to American Television and Communications.
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83.

Connecticut
Enfield, Hartland, East Grandy, Suffield, Windsor Locks, East Windsor, Somers, Stafford, and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes).
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983.
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,551 homes).

District of Columbia
REP to be released mid-summer 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of city.
Tallahassee—mid-term franchise review of Group W award (28,000 homes).
Tampa—final award to Tribune Cable Co. 12/82 (114,000 homes).
Tierre Verde—consultant reviewing five applications: Telenational, Spinning Wheel Enterprises, Ellington Enterprises, Centel and Highland Communications. Award expected 3/83.

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—awarded to Centel Communications 11/82.
Bensenville—awarded to Continental Cablevision 11/82.
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes).
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); final awards expected 3/83.
Countryside—preliminary award to Cablevision of Chicago.
Downer's Grove, Darien, Woodridge, Lisle (uninc. DuPage County areas)—re-opened bids 1/31/83; proposals due 4/29/83 (11,900 homes).
Elmwood Park—REP expected 5/83 (9,500 homes).
Glen Ellyn (uninc. DuPage County areas)—negotiating with Group W Cable; award expected by 4/83 (3,100 homes).
Glenview—franchise agreement reached with Cablenet Inc.
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 8/83.
LaGrange, LaGrange Park, Indian Head Park, Riverside—award to Centel 10/82 (15,000 homes).
Lincolnwood—final agreement with Cablevision of Chicago signed 11/82 (4,000 homes).
Lombard, Oakbrook Terrace, Elmhurst (uninc. DuPage County areas)—awarded to Continental Cablevision 10/82.
Morton Grove—award to Continental Cablevision.
Naperville—preliminary award to Centel 12/82; final award expected by 4/83 (17,500 homes).
Northbrook—award to Cablenet Inc. 10/15/82.
Richton Park—award to Centel; 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—final award to Multimedia expected 3/83 (7,400 homes).
Villa Park—Continental and Multimedia have submitted proposals; final award expected 3/83.
Wentzville—surveying residents' interest in cable.
Westmont (uninc. portions of DuPage County)—preliminary award to Continental Cablevision (10,000 homes).
Wheaton—RFP issued; proposals due 6/1/83.
Winnetka—decision to have cable has been postponed.
Wood Dale, Itasca, Bloomingdale, Rosell, Carol Stream (unic. DuPage County areas)—final franchise agreement with MetroVision ratified by individual boards, 10/82 (27,000 homes).

Indiana
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies.
Lyons—award to Quality CATV.
Munster—awarded to U.S. Cable 12/82.

Kentucky
Danville—RFP issued; proposals due 4/8/83.

Maine
Harpswell—preliminary award to Video Vision 12/82; final award expected 3/83 (2,800 homes).

Maryland
Baltimore—award to Caltec Cablevision 2/23/83 (302,000 homes).
Carroll County—RFP issued; deadline for proposals 6/1/83 (30,000 homes).
Chestertown—award to CATV General 2/83 (1,800 homes).
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—awarded to Campbell Communications 10/82.
Ashland—RFP issued; proposals due 3/17/83.
Ayer—awarded to Nashoba Communications Inc. 11/82.
Bedford—award to Adams-Russell (3,813 homes).
Bourne—awarded to Campbell Communications.
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes).
Cohasset—pending.
Hamilton, Wenham—RFP issued; proposals due 3/30/83.
Danvers—award to Rollins Cablevision of Massachusetts.
Hingham—pending.
Holbrook—awarded to Continental Cablevision.
Holliston—restarting franchise process.
Hull—award to American Cablesystems 1/10/83 (4,800 homes).
Lancaster—award pending.
Martha's Vineyard—award to Dukes County Cable TV.
Medway—final license award to Cablevision Industries expected to be amended by 3/1/83 (2,500 homes).
Nahant—pending; Warner Amex sole bid.
Needham—final award to Continental expected by 4/1/83 (8,000 homes).
Northborough—award to Greater Media 1/10/83 (3,334 homes).
Norwell—pending.

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Cable stats

Pembroke—awarded to Campbell Communications.
Randolph—awarded to American Cablesystems 11/82 (9,800 homes).
Rockland—awarded to Campbell Communications.
Rowley—RFP issued; proposals due 3/15/83.
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes).
Stoughton—awarded to Continental Cablevision.
Townsend—RFP issued/ proposals due 3/10/83.
Walpole—pending.
Waltham—pending.
Wellesley—pending.
Westborough—award to Greater Media 1/18/83.
West Bridgewater—RFP issued; proposals due 3/14/83.
West Newbury—awarded to American Cablesystems (1,000 homes).
Whitman—awarded to Continental Cablevision 10/82.
Wrentham—awarded to Massachusetts Cablevision Systems Inc. 12/7/82.

Michigan
Bloomfield Township, Bloomfield Hills—proposals received from Booth Communications, Bloomfield Communications and United-Tribune (15,000 homes).
Clarkston—preliminary award to Tribune Cable Communications and Multi-Cablevision 2/83; final award expected 3/83 (7,200 homes).
Dearborn Heights—proposals received from Continental, Group W, McLean Hunter, Harron and Borden; award expected 3/83 (23,000 homes).
Livonia—consultant recommendations (in order of preference) for MetroVision; Continental Cablevision and Harron; award expected 3/83 (33,000 homes).
Marquette—award to Marquette Cablevision; final negotiations under way (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monore Cablevision.
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes).
Romeo—preliminary award to Harron; final award expected 3/83 (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—only proposal from Bloomfield Communications; deadline for proposals extended until 3/31/83 (16,437 homes).
West Oakland County Cable Group (Milford Village, Walled Lake, Wixom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—RFP issued; proposals due 3/15/83 (32,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—RFP issued 12/9/82; bids due 3/2/83 (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—pending.
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—Group W only bidder (27,000 homes).
Burnsville, Eagan—Group W sole bid received.
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—see Long Lake.
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—new RFP issued; proposals due 4/23/83.
Hastings, Marshan—awarded to Hastings Cable TV (Telephone and Data Systems) finalized; approved by state board.
Kasson—award to Group W.
Long Lake, Medina, Minnetonka Beach, Orono (Lake Minnetonka Cable Commission)—working in conjunction with Deephaven, et. al., and Minnetrista, et. al., on needs assessment.
Minneapolis—Rogers/Storer arrangement approved and in final negotiations.
Minnetrista, Spring Park, St. Bonifacius—see Long Lake.
Mound—pending.
Northfield City and Township—state board approval expected 3/83 on Zylstra/United award.
North St. Paul—preliminary award to Group W; final award expected 4/83.
Olivia—award to North America Communications Corp.
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes).
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti; Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82.
Prior Lake—two bids received: Dowden Communications Inc. and Communications Systems Inc.
Ramsey/Washington County—awarded to Group W.
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes).
St. James—proposals received from Todd Communications, Dowden Communications and North American Communications; award expected 3/83.
St. Paul—proposals due 3/1/83; award expected by 6/83 (111,000 homes).
Savage—RFP issued; proposals due 3/1/83 (1,272 homes).
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—Washington County Cable TV's proposal unopposed (6,200 homes).
Wayzata—preparing new RFP; expect to re-issue 4/83.
West St. Paul—RFP to be issued 3/16/83; proposal deadline 6/15/83 (31,000 homes).
Windom—City Council will decide nature of cable franchise ownership by 5/83 (1,600 homes).

Missouri
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83.
Pevely—award to U.S. Cable.
St. Louis—negotiations with Melhar terminated; negotiations with other companies 4/83; no deadline for proposals (178,048 homes).

New Hampshire
Atkinson—preliminary award to Harron Communications 2/83 (1,500 homes).
Hampstead—award to Rockingham County Cablevision expected 3/83 (1,500 homes).
Kingston—award to Harron Communications (1,400 homes).
Plaistow—award to Rockingham County Cablevision Inc. 10/18/82.
Sandown—RFP issued, no responses received.
Windham—RFP issued; proposals due 3/17/83.

New Jersey
Franklin Lakes—award to Rural Cable Service 10/82 (2,500 homes).
Jersey City—halt on issuance of RFP pending resolution of legal action.
Patterson—administrative law judge has made recommendation to PUC; award expected 4/83.
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82.

New York
Beekman—RFP issued; proposals due 3/31/83.
Cherry Valley—pending.
New York City—preliminary agreement reached for outer boroughs; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
Union Vale—RFP issued; proposals due 3/31/83.

North Carolina
Bethel, Robersonville, Parmele—award to Tar River Cablevision (MultiMedia) finalized 12/14/82 (2,500 homes).
Davie County—all negotiations for awarding the remainder of the county postponed indefinitely.

Ohio
Bainbridge—awarded to Cablevision Systems Corp.
Batavia Township—beginning study on feasibility of cable TV (4,000 homes).
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (126 homes).
Brooklyn—municipal ownership under consideration; decision expected 4/83 (4,000 homes).
Cleveland—city still deliberating municipal versus private ownership.
Cuyahoga Heights—award to Space Cable of Ohio 12/82 (300 homes).
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes).
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes).
Moreland Hills—award to Viacom.
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes).
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes).
Whitehouse—award to Community Cable TV Inc.

Oregon
Canby—only Canby Telephone Association made proposal; award expected by 4/83 (2,500 homes).
Cottage Grove—town continuing feasibility study of cable TV (2,500 homes).
East Multnomah County—negotiating with Rogers UA Cablesystems; award expected 5/83 (80,000 homes).
McMinnville—awarded to Liberty Communications 12/82.
Milwaukee—negotiating with Tribune Cable; award expected 4/83 (7,500 homes).
Sylvan, West Hills, Dunthrope—pending.

Pennsylvania
Philadelphia—eleven bids for four franchise areas submitted by eight companies: Wade Communications, Cablevision Systems, Collins Cablevision, Cox Cable, Independence Cablevision, Times Mirror Cablevision, Comcast Communications and Philadelphia Inner City Cablesystems; award expected 12/83.

Rhode Island
Newport, Middleton, Portsmouth, Tiverton, Little Compton (Area 7)—action suspended due to pending lawsuit (29,500 homes).

Tennessee
Brentwood—award to Metro Cablevision 2/14/83.

Texas
Austin—RFP issued; due 3/11/83.
Azle—pending.
Plano—proposals received from Group W, Storer and TeleCable; award expected 4/83 (25,000 homes).
Richardson—award expected 3/83.
Wallis—awarded to Star CATV Investment Corp. (420 homes).

Virginia
Dinwiddie County—award expected 3/83.
Fairfax City—Media General of Fairfax County sole bidder; award expected by 5/83.
Goochland County—award to Continental Cablevision 2/83.
Loudon County—studying Storer and Cable Communications proposals; award expected 4/83 (11,500 homes).

Washington
Battle Ground—proposals received from Cox Cable and Telenational Communications; consultant recommendation expected 4/83 (1,000 homes).
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications expected 3/83 (5,000 homes).
Seattle, Central District—awarded to Seattle Community Cablevision; final City Council approval expected 2/28/83.
South Prairie—award to Cable TV Puget Sound 10/82.

Wisconsin
Brookfield—reinstatement of award to RVS 2/83 (11,000 homes).
Kenosha—Total TV given first negotiation rights; award expected 4/83 (29,500 homes).
Milwaukee—final franchise agreement with Warner Amex under negotiation.
St. Francis—final franchise agreement signed with RVS Cablevision 11/82.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N,S,E,W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	OP
7.	Detroit	FP
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	five systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP.
15.	Minneapolis/St. Paul	FG/BP
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/ St. Petersburg	FG/OP
19.	Denver	FG
20.	Baltimore	FG
21.	Sacramento/ Stockton	FG/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Two systems-OP
25.	Hartford/ New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	OP
28.	Kansas City	OP
29.	Milwaukee	FG
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/ New Bedford	LNA/OP
34.	Orlando/ Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/ Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/ Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Programmers Callbook Inside

- Cities ratify cable accord
- Signals dropped to avoid fee hike
- Arbitron evaluates measurement methods
- NATPE to expand focus on cable

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The news and features weekly of the cable television industry March 21, 1983 $3.00

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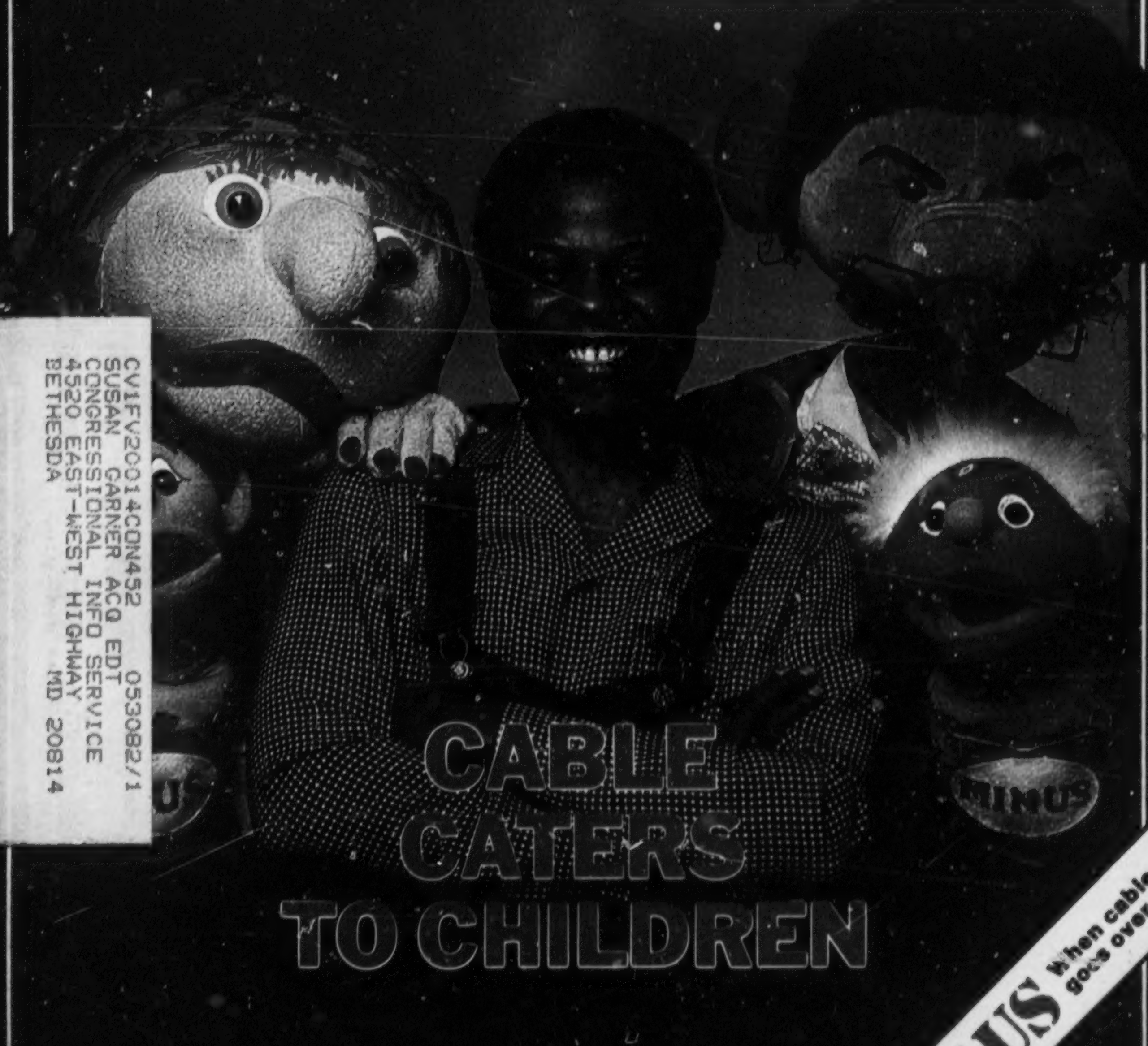

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Cities ratify cable pact

After much negotiation, the National League of Cities agreed to a compromise with the cable industry on a broad range of cable/city issues. Once approved by the National Cable Television Association board, a revised Goldwater bill is expected to be pushed through Congress. **Leading the week, pages 15-20.**

Black Tuesday dawns

As March 15 and the higher copyright royalty rates approached, cable companies were reaching decisions about distant signal switchouts, and cable networks were waiting to see if they would receive a large subscriber windfall. **Leading the week, pages 15-20.**

Ad/sub revenue mix forecast

ESPN President Bill Grimes, whose service already has dropped network compensation and instituted carriage payments, says basic cable services must follow the magazine industry's lead—deriving revenues from both subscribers and advertisers—if they are to survive tough financial times. **Leading the week, pages 15-20.**

Grand executive salaries

An NCTA study of executive base salaries puts the industry average for top MSO chiefs at more than $150,000. **Leading the week, pages 15-20.**

Daytime rethinks ad status

Hearst/ABC's ad-supported service, beginning its second year of operations and faced with the prospect of losses through this year, is developing a "revolutionary" advertising sales campaign to be revealed in 30-45 days. It also is considering imposing subscriber fees of up to 10 cents per subscriber. **Page 23.**

Fear in Las Vegas

Anxiety over proposed abolition of financial interest and syndication rules is expected to preoccupy the 4,000-plus program distributors, buyers and others attending NATPE's 20th annual convention March 17-22. **Page 26.**

Programmers Callbook

This special pull out chart lists programmers with product designed for the cable TV market. **Page 31.**

MSOs want CableShop

American Television and Communications is one of several MSOs negotiating with Adams-Russell to launch CableShop, its infomercial channel venture. ATC is expected to sign a contract soon. **Page 51.**

Electronic metering attuned

An Arbitron-sponsored viewer measurement study of four cable systems, each with at least 30 channels, found that electronic metering provides accurate numbers, while telephone recall and diary methods falter in a multichannel environment. **Page 53.**

Municipal showdown

The Cambridge, Mass., City Council is expected to vote this week on whether to call a referendum on the issue of municipal cable ownership. City officials want the revenues and controls over educational and social services that they expect municipal ownership would bring. **Page 79.**

More frequencies wanted

Cable companies filed comments with the FCC supporting proposals that would significantly increase the CARS bandwidth. **Page 89.**

About the cover

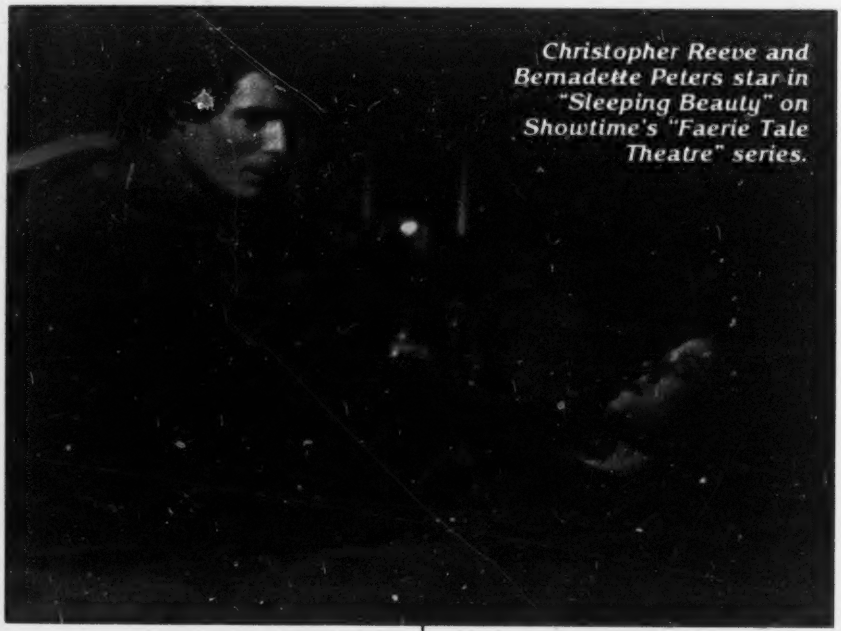
Nickelodeon's *Pinwheel*, a show for preschoolers, features Jake the Musician (actor George James) and four puppets: Aurelia, Plus, Minus and Ebenezer T. Squint. Photo supplied by Nickelodeon.

This week in PLUS

Providing high-quality children's programming is by no means kids' stuff. And cable's getting more serious about its commitment. It's working to sharpen its already well-defined edge over broadcast fare—and to widen the range of kids' shows available. Limiting "children's programming" to toddlers is becoming a thing of the past; teens are being targeted, too. And every service, even The Weather Channel, is taking the younger audience into account . . . They may not be competing with Dan Rather and Johnny Carson yet, but local shows are getting more exposure through programming partnerships with cable services. And their stations are getting programming. Broadcast stations across the country run CNN Headline News segments locally. SNC has taken it a step further by taking five-minute newscasts from its local affiliates. Local talk shows are getting wider distribution—and the stations more funds—through cable contracts. More of these agreements could boost the programming quality of both cable and broadcast, as well as giving an economic boost to each. **Pages 55-78.**

Kids' Stuff

By Jean Bergantini Grillo



Christopher Reeve and Bernadette Peters star in "Sleeping Beauty" on Showtime's "Faerie Tale Theatre" series.

Cable's commitment to children's programming increases—and "children" now includes teenagers, too.

The future, for children, clearly belongs to cable.

When the Disney Channel debuts in April, fully 10 percent of its 13 hours of original, daily family fare will be brand new made-for-kids-only shows. That swells cable's commitment to young viewers to over 160 hours a week. If that number looks decidedly fat, note that long before Walt's offspring looked to pay TV, WASEC's Nickelodeon, USA Cable's *Calliope*, Showtime's Carousel, and HBO and Spotlight's "family" packages—to name a few—had recognized youngsters as an audience worth cultivating. In fact, in the year ahead, services that were previously all-movies or all-sports or even all-weather will be handcrafting programming with youth in mind. In an unusual reversal of history, cable is returning children to the Golden Age of Television.

Mr. Wizard. . . Kookla, Fran and Ollie. . . Howdy Doody. . . Captain Video. . . In the early '50s and '60s, children were dazzled with a gold mine of national programs on commercial television. At the time, the "new" medium wanted to prove its value to a wary viewer who, after all, was shelling out $300 for a 7-inch set. Lots of quality programming provided an irresistible lure.

But once television became the dominant form of entertainment, the effort to burnish its image waned. The network "treasure trove" turned into a bin of hastily assembled Saturday morning cartoons wrapped around toy and cereal commercials. Even the brief motherlode of creative efforts by the Children's Television Workshop for PBS (*Sesame Street, The Electric Company*) has evaporated. In 12 years, CTW has launched only three network shows, none of which have been substantially refinanced by the poverty-stricken Public Broadcasting System. On the commercial side, the picture is even gloomier. With Captain Kangaroo's exile to the weekend, not one daily national program for kids exists on any of the three major networks.

Independent stations long have been using local children's programming as part of their cable and over-the-air mix. But many of those shows represent a virtual archive of syndicated reruns. Without a doubt, parents who want an original alternative for their children to watch must consider cable. The question is, with so little competition, how is cable handling its unchallenged leadership?

The answers are many and intriguing. After a recent survey of major cable programming services, programming trends emerge that auger well for cable's dominance of quality children's programming:

- Every cable service, no matter how narrowly defined, plans to take children as an audience into account. The Weather Channel, for example, found itself an unexpected hit with kids and plans to take advantage of that. Others, such as ESPN, have recently introduced programs created exclusively for young viewers.
- Major pay services, such as HBO, Cinemax and Showtime, either have recently created original children's series or have plans to do so. Rather than rely on holiday replays of classic children's films, these pay services are carving out specific programming blocks for a young audience.

- Basic services, such as USA Cable, CBN, WTBS and BET, are moving away from syndicated broadcast reruns to "fill out" their children's programming mixes. Instead, original programming, exclusive to these services, is being acquired or produced.
- Even a service such as Nickelodeon, created as the "Young People's Channel" will be making substantial changes, moving away from pre-school programming to include teenagers. In fact, the service is even mulling over a name change, becoming "the first channel for kids and teens."
- In every instance where a cable service is developing children's programming, the need to "make programming children will want to watch—not programming parents think they should watch" is emphasized, especially in those ad-supported or sponsor underwritten channels where ratings play a part in a program's future. Many of these shows involve the personal opinions of the kids themselves.

From tricycles to teenagers

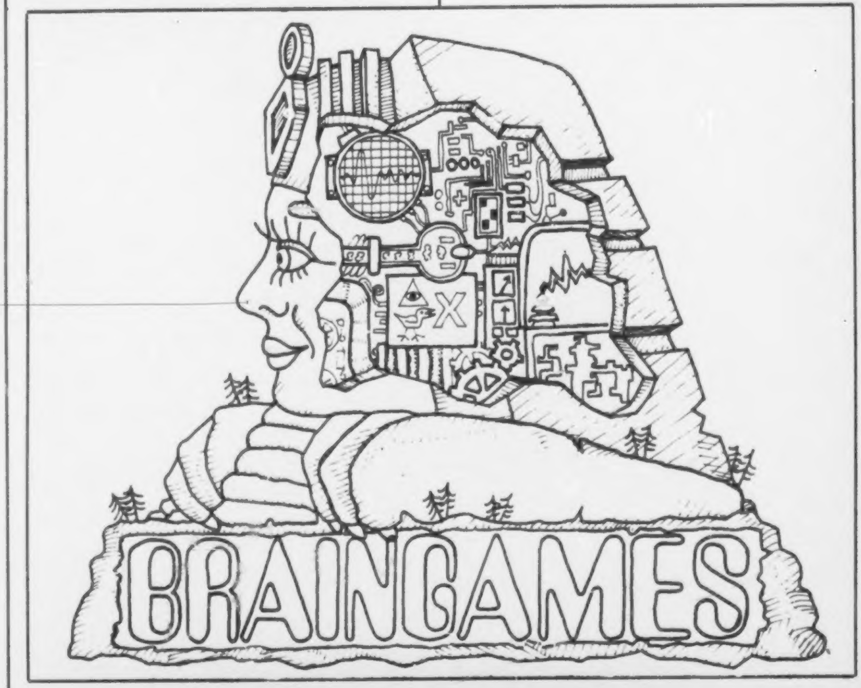
No discussion of children's programming on cable can omit Nickelodeon—the only channel created solely for children. It provides 91 hours a week of the children's product available on cable. That number is not going to change, according to Cy Schneider, Nickelodeon's president, who doesn't see the service airing earlier than 7 a.m. or later than 9 p.m. (its current sign-off time). The new plans Nickelodeon is hatching involve changes in format and content. And the direction is decidedly more grown-up.

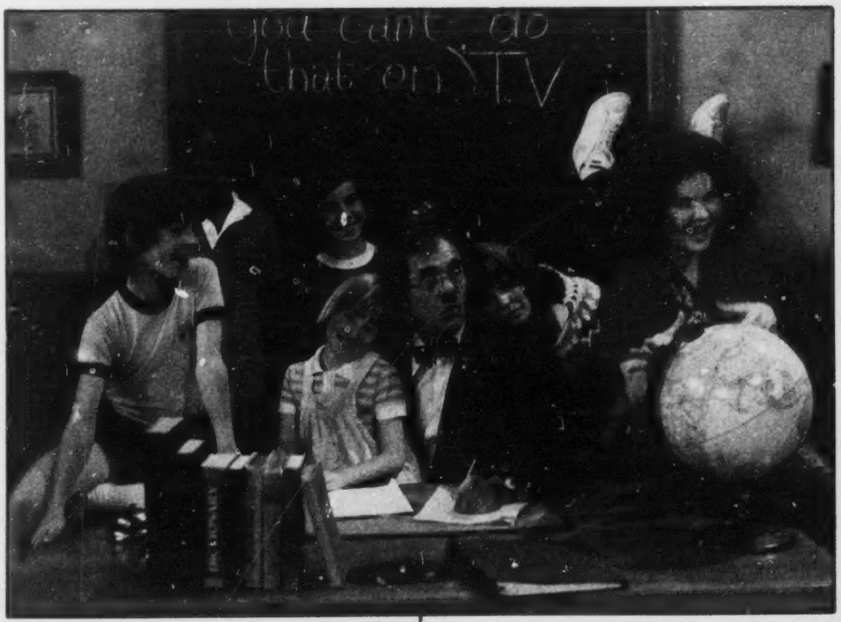
"We found out from recent focus group studies that we need to do a better job convincing older kids that we do programming for them," Schneider said recently.

Schneider's revelation came about at a focus group gathered in Danbury, Conn. The group was assembled not to look at Nickelodeon programming but to pass judgment on some new on-air graphics and promotions. Included in the presentation was a promotion for *You Can't Do That on Television*, a new Nickelodeon show that uses fast-moving, even outrageous humor to communicate information on drugs, sex, junk food, vandalism and other social ills.

"The older kids, who were not as familiar with Nickelodeon, immediately responded with 'Hey, this is really a channel for us,'"

Expanding the appeal: HBO's "Braingames" attracts the Atari crowd while Nickelodeon's "You Can't Do That On Television" (below) is particularly enjoyed by teenagers.




you can't do that on TV

CBN's "Flying Book" (above) airs every Sunday evening. USA's "Calliope" was part of the original programming commitment.

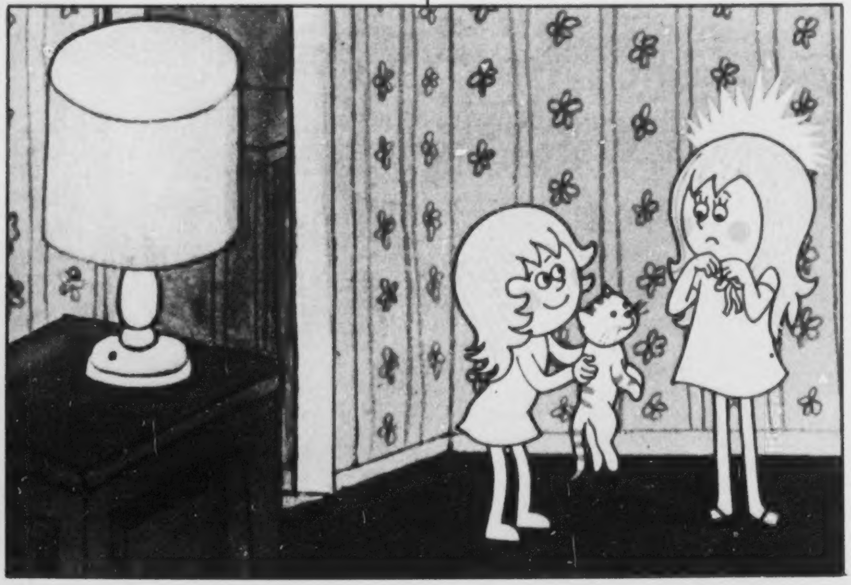
Schneider recalled. Suddenly, he said, the older group discovered the fact that Nickelodeon interested them. Their only complaint was being called "kids." Schneider had already rewritten Nickelodeon's first slogan, "The Young People's Channel," to read "The First Channel for Kids." The reaction gave him pause.

"We were concerned with the fact that kids didn't like being called 'young people.' They thought it was awkward . . . kind of sissy . . . but we're finding out that those over 12 don't consider themselves 'kids' and (since) we do a lot of programs for (those) 12-15. . . I must say we're examinging (calling ourselves) 'The First Channel for Kids and Teens.'"

Schneider's concerns are echoed by Nickelodeon's director of acquisitions, Geraldine Laybourne.

"We don't expect older teens are watching," she said. "However, younger teens are watching us a lot." In an attempt to lure more of them to the channel, Nickelodeon will be changing some of its visual materials, its on-air promos and its programming mix.

According to Schneider, "We are concentrating less on our pre-school programming. That's very difficult to do . . . because from 8 in the morning until 2 in the afternoon, we're playing shows for pre-schoolers . . . Once you do that, older kids might think you're just for little kids." To counteract that, Nickelodeon will have special promos geared to wooing older teens. More significantly, it is acquiring programming meant to reach not only older teens but adults as well, according to Schneider.



Among Nickelodeon's new projects are a dramatic series (a pilot for the show is already in the works), a science-fiction show targeted to 8-15 year olds, more comedy, more adventure, possibly a game show and a show called *Going Great* which will highlight success stories of teenagers who have achieved recognition in various fields.

"We want to show kids—and teens—that they're competent, that they can do things, that they have power," Laybourne says.

Second bananas

Running a distant, but nonetheless enthusiastic, second to Nickelodeon in children's programming hours are Showtime and USA Cable, each with approximately 18 hours of kids shows a week.

USA Cable made a commitment to a block of children's fare from the day it launched, setting aside one hour each morning for *Calliope.* Those five hours per week, have since expanded. USA Cable has added *Cartoon Express* (a nine hour block), *Co-Ed* (a new half-hour talk/interview show geared to teens) and *Scholastic Sports Academy*, an instructional series for young people hosted by Philadelphia Phillies' star Mike Schmidt, all under its "Kids Time" umbrella.

"We are doing more and more children's programming," Dave Kenin, USA Cable's vice president of programming, said. "One critical reason is purely a positioning point-of-view. Children's programming has diminished over-the-air but the appetite (for it) hasn't. Look at the numbers. Audience studies around the country show a constant support (from parents) for children's programming—even considering the declining birth rate."

Two of USA Cable's newest series reflect two trends in children's fare: a move toward shows specifically created for teenagers and the use of non-professional on-air performers who deal with young people's thoughts and feelings.

Co-Ed, a joint venture between USA Cable and *Scholastic* magazine, is a half-hour series aimed at teenage girls. Sponsored by the Noxell Corp., it premiered Jan. 8 at 8 p.m. The first two installments (including a second edition on Jan. 9) focused on celebrity interviews, fashion and beauty tips, fitness features plus an in-depth examination of anorexia nervosa.

Set to debut March 28 is a new venture between USA and Reeves

Communication called *In A Minute.* This series of 60-second spots will deal with profiles of "special" kids, information about products and services for kids, kids' humor, plus a group of on-air kids who will be given an opportunity to discuss anything on their minds. Mattel is a co-sponsor. Plans are for the spots to be inserted during the *Calliope* and *USA Cartoon Express* blocks.

Although Showtime has dropped the word "carousel" from the umbrella category of children's programming it airs every afternoon during the week, the pay service continually has increased its number of programs cast with children in mind. Every morning, 7 to 9 is set aside for "Family Programming," generally gentle feature films such as *Mark Twain Theatre, The Shogun Warriors* and *Toby and the Koala.* The former "carousel" block contains similar fare.

Where Showtime has made the greatest dent in luring older children, however, is in its comedy series and special features, especially Shelly Duvall's *Faerie Tale Theatre.* When the later debuted last year the choice of Robin Williams to play The Frog Prince—while it had a great deal to do with Duvall's personal friendship with Williams—proved a popular choice with young *Mork and Mindy* fans.

Radio 1990, set to debut this week on USA Cable, makes no bones about its hoped-for appeal to the adolescent set. (See *CV* 3/14/83, p. 25). The show, a mixture of pop music video clips, celebrity interviews, and news from the fashion, movie and book worlds, airs just before 7 p.m. and after midnight nightly prime time. For Kenin, hooking those adolescent viewers early will give him a riveted—and, he hopes—loyal group during the 8 to 11 block.

Targeting vid kids

Home Box Office has similar plans to lure young viewers early in the evening and keep them at their sets through the night. With the debut of *Braingames* on March 7 (at 7:30 p.m.), HBO introduced its first in-house production of a children's show. Meanwhile, *Fraggle Rock* airs every Monday at 8 p.m., and HBO has announced plans to expand children's documentaries, short stories and films. These programs all reflect HBO's growing role and influence in cable's commitment to children's fare.

"The hallmark of HBO has been to produce new and original programs," said Lee deBoer, vice president of family programming for HBO and Cinemax. "Now it is making the commitment to family and children's programming." deBoer described each service as commited to at least 15 hours of family entertainment this year (averaging three hours a week). That number is similar to the amount available on the services last year, but, according to deBoer, "The difference isn't time. It's the dramatic difference in the quality." deBoer noted that *Braingames*, a pilot program where viewers are asked to solve games and puzzles, "is comparable in cost to a broadcast half-hour of children's programming—even the price of a prime-time episode."

What makes *Braingames* expensive is its electronically created video graphics, clearly meant to exploit that untapped Atari-saturated crowd who might be willing to turn away from *Donkey-Kong.*

Other children's programming debuting this month on either HBO or Cinemax includes *Misunderstood Monsters*, an animated adventure; *Beauty and the Beast, Creole* and *The Reluctant Dragon*, three classic children's tales; HBO's continued presentation of National Geographic Society series; and *Sugar Ray Leonard's All-Stars*, produced in-house by HBO's sports staff. The new series, set to debut in March, takes a look at a specific sport each month with a celebrity sports figure co-hosting. Cinemax has two

Those in the cable industry responsible for children's programming are quick to underscore not only that cable's children's fare is non-violent, but in many cases is non-racist, non-sexist and non-exploitive as well.

Elliott Gould outroars the meanest of giants in "Jack and the Beanstalk" on Showtime's "Faerie Tale Theatre." The series has lured older kids to watch—and probably many adults, too.

exclusive half-hour programs, *Marshall Efron's Enchanted Campfire* and *Paddington Goes to the Movies.*

While *Fraggle Rock* has most of HBO's attention right now as far as a series commitment, the elaborate production quality of *Braingames* suggests that plans for its future extend beyond a single pilot episode.

While HBO ponders that possibility, other cable networks that previously had excluded original children's programming are making the long-term switch.

Three new children's programs premiered on ESPN in the past four months. *Vic's Vacant Lot*, a how-to and what-for sports show for children aged 6 to 13, and the *NCAA Instructional Series*, with NCAA coaches offering playing advice, both debuted in November. *McDonald's Teen SportScene*, which profiles top high school athletes, premiered this February. Both *Vic's Vacant Lot* and *SportScene* are produced exclusively for ESPN by ProServ Television and represent the service's first long-term commitment to programming specifically designed for young audiences.

"We want to explore this area (of children's programming)," Steve Bornstein, ESPN director of programming, said. "We feel these three shows are a good, balanced approach to exploring this market and audience. We want to see how they do."

Bornstein added that ESPN also is looking at coverage of events geared to young people. In the meantime, the sports service has introduced special "banana bike" races such as the BMX Bicycle circuit, which Bornstein describes as "very popular with kids 6 to 20."

Leading children's programmers

Network	**Children's programs, air times**	**Hours/week**
Nickelodeon	Cable's only just-for-children channel: 7 a.m.-9 p.m.	91
Showtime	"Family Programming": 7-9 a.m. M-F; 8-9 a.m. Sun.; 6-7 p.m. Sat. and Sun. Children's block (formerly called "Carousel"): 4-6 p.m. M-F.	18
USA Cable	*Calliope*: 9-10 a.m. M-F *Co-Ed*: 8:30-9 a.m. Sat. *Scholastics Sports Academy*: 8-8:30 a.m., 2-2:30 p.m. Sat. noon-12:30 Sun. *Cartoon Express*: 6-7 p.m. M-F; 7-11 a.m. Sun. *Radio 1990*: 7-7:30 p.m., midnight M-F.	17½
WTBS	*Superstation Funtime*: 7-7:35 p.m., 3-3:30 M-F *Vegetable Soup*: 7:35-8:15 a.m. Sat. *Romper Room*: 8:05-8:35 a.m. Sat. *Cartoon Carnival*: 8:05-9:05 a.m. Sun.	6
HTN Plus	*Apple's Way*: 4 p.m. Mon. and Thurs. Assorted children's films: 3-5 hours a week, not including general "all family" fare.	6
CBN Network	*Romper Room*: 6-6:30 a.m. M-F *Superbook*: 8-8:30 p.m. Fri. *Swiss Family Robinson*: 8:30-9 p.m. Sun. and Fri. *Flying House*: 7-7:30 p.m. Sun.	4½
HBO	*Fraggle Rock*: 7:30-8 p.m. Mon. National Geographic: 90 minutes a week, various time slots. "Family Showcase": films for children and family 3-4 hours per week, various time slots.	4½
ESPN	*Vic's Vacant Lot*: 10-10:30 a.m. Sat. *McDonald's Teen Sportscene*: 6-6:30 p.m. Fri. *NCAA Instructional Series*: two 15-minute episodes per week.	1½

Young judges

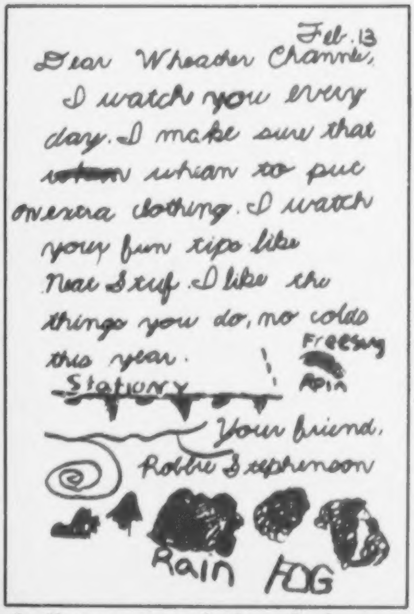
Black Entertainment Network launched its first made-for-kids program in September, a contemporary version of *Juvenile Jury* recast for BET's audience. Produced by Barry-Enright exclusively for BET, the half-hour weekly series stars Nipsey Russell and a panel of precocious kids aged 6 to 10. It is cable's only all-black children's fare and BET has made a 26-episode commitment to guarantee its future on the service. However, Ed Maddox, BET's newly named vice president, hastened to add that 30 minutes of children's programming is not nearly enough.

"Obviously, we are looking at other children's shows," he said. "We are committed to servicing the needs of the entire black family. We want to develop and acquire programming that meet our demands."

According to Maddox, before a children's program can join the BET lineup, it must pass muster in three areas: it should feature a black in the leading role (or among the leading roles), it should be suitable for family viewing, and "it should be entertaining." Maddox made it clear that if the programming community didn't increase the number of blacks in starring vehicles, the burden eventually would fall on BET to remedy that situation itself.

Filling voids

Indeed, the current state of children's programming on cable is a classic example of services "filling an obvious need." Even channels such as Hearst/ABC's Daytime or The Weather Channel have acknowledged that young people's fare is a consideration. At Daytime, for example, a Hearst/ABC spokesman noted that while current programming (including ARTS) has no current "made-for" kids shows, that option is under active "exploration." Meanwhile, an Arbitron study done in Tulsa, Okla., noted that the weekly cume for viewership in the 12-24 age group for The Weather Channel averaged 52 percent. "The Weather Channel doesn't have programming especially designed for children," a TWC spokeswoman noted, "but the nature of its programming attracts many school-age viewers—and their teachers. We're getting an incredible amount of letters from children." As a result, a previously unknown involvement with youngsters now plays a part in The Weather Channel's programming consciousness, according to its



Feb. 13

Dear Wheather Channle,

I watch you every day. I make sure that whean to puc on extra clothing. I watch your fun tips like Neat Stuf. I like the things you do, no colds this year.

Your friend,

Robbie Stephenson

Freesing Rain
Stationry
Rain
FOG

Audience appreciation: A viewer applauds The Weather Channel's programming content, and some admirers of Nickelodeon's "Pinwheel" display a flyer treated with a child's ultimate care.

Gretchen Dietsch

programming people.

WTBS is co-producing national, original, made-for-kids series including *SuperStation Funtime* and *Starcade*, a video games-based show for teens. Together, the service devotes between two and three hours of exclusive children's programming a day, aside from its afternoon *Flintstones* or *Munsters* reruns.

"We have no plans to increase that amount (at the moment)," Jack Petrik, WTBS programming vice president, said. "But we're always looking for new things." One area Petrik is actively exploring is the creation of a public affairs programming block geared to young people.

Broadbased services such as CBN Cable Network, WTBS and HTN Plus identified themselves at the outset as exclusively family-oriented. Each is committed to avoiding unnecessary violence or—in the case of CBN and HTN Plus—never airing anything other than G- and GP-rated product. HTN's children's fare centers on reruns of commercially released films such as *Willy Wonka* or *The Little Prince* (along with reruns of the TV series *Apple's Way*). CBN, meanwhile, has originated several made-for-kids programs which are specially tailored to both their programming and religious needs.

Superbook and *The Flying House* are two weekly series created by CBN with a great deal of attention and care. In the former, a young boy and girl and their toy friend are transported back in time as part of an elaborately animated children's adventure Bible series. The time-machine motif also is used in *The Flying House*, a mysterious abode that recreates major Biblical and historical events. Fully animated, the 30-minute series is now a Sunday evening staple on the service.

Non-violent alternative

The question of violence is no small matter to the cable industry—going beyond the stated commitments of these family-oriented channels. A recent National Coalition on Television Violence study singled out cable's three leading pay services (HBO, The Movie Channel, Showtime) as "three times more violent than comparable network programs and more than 10 times more violent than programming offered by the Public Broadcasting Service." While pay cable officials deny these charges, those in the cable industry responsible for children's programming are quick to underscore not only that cable's children's fare is non-violent, but, in many cases is non-racist, non-sexist and non-exploitive as well.

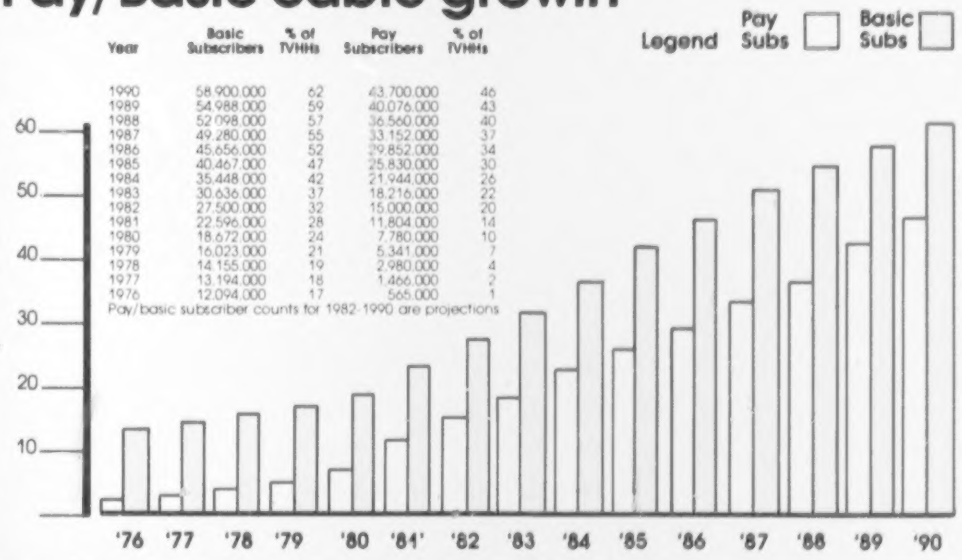
"Our guidelines are much tougher than other broadcast stations," WTBS' Petrik explained. "We have no written codes, just an understanding (about what we will and will not show)."

Petrik's statement was echoed by others, perhaps most clearly by Cy Schneider. He stressed that Nickelodeon's philosophy is indeed etched in permanent ink as "pro-social, non-violent programming for young people."

Schneider defines "pro-social" as programs "with substance and a positive social message." In response to a recent Action for Television study decrying the lack of positive role models on television, Nickelodeon commissioned its own research showing that the children's channel consistently had television's highest numbers of positive role models for women, blacks, other minorities and other ethnic groups. Schneider added that "we're not sitting and counting. There isn't a grid laid out for every show. There's just a high degree of consciousness about what we're doing. Schneider added with a chuckle that he really had only three guidelines for producers: on time, on budget and good. With a more serious tone, he concluded, "In terms of the future, the only economically viable source for children's programming is cable." According to our *CableVision Plus* survey, a great deal of that lucrative and financially sensible fare is already here. ■

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	27,500,000	32	15,000,000	20
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	82,100,000
Homes passed by cable (HP)	45,310,421
Percent of TVHH passed by cable	55.2%
Basic cable subscribers	26,991,845
Percent of TVHH with basic cable	32.9%
Percent of HP with basic cable	59.6%
Pay cable units	14,550,000
Percent of TVHH with pay cable	17.7%
Percent of HP with pay cable	32.1%
Percent of basic subs with pay cable	53.9%

Figures are as of October 1982

Satellite lineup

Readers: We have restructured the satellite lineup chart for your convenience. So you can quickly and easily find the transponder for a programming service or network, the satellite users are listed alphabetically under the appropriate satellite. A company in parentheses following a service or network designates the transponder holder.

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
C-SPAN	19
Cable Health Network	17
Cabletext	6
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West	23
Daytime/ARTS	22
Dow Jones Cable News	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN Plus	16
Lifestyle (United Video)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon/ARTS	1
PTL	2
Reuters News View	18
(SSS)	6
Spotlight (Times Mirror)	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
BIZNET (Department of Commerce)	15
Bravo	6
The Entertainment Channel	8
EROS (evenings)	2
Financial News Network (daytime)	2
GalaVision	23
Genesis	12
HBO (Time Inc. Teletext)	18
National Christian Network (daytime)	7
Playboy Channel (evenings)	7
SIN	1
SPN	3
Trinity (KTBN)	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Projected launched April 1983
Satcom II-R—Projected launch December 1983

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network newsfeeds	8X
Hughes Television Network	1D, 1X
SelecTV (Wold Communications)	9X
Wold Communications	6D

Westar V (Western Union)	**Transponder**
AmSat/DCM	7D
BET	12X
Citicorp	3D, 10D
Digital Communications Corp	11X
Group W Satellite Corp. (East)	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel I	
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Satellite News Channel II	8D
UTV Cable Network	2X
AmSat/Disney	5X, 6X
WOR	2D

Galaxy I (Hughes Communications)—Projected launch June 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Cable stats

Top 100 MSOs

Rank	Multiple System Operator	Basic Subs
1	Tele-Communications Inc.[1]	2,255,000 (12/82)
2	American Television and Communications	2,104,705 (12/82)
3	Group W Cable	1,876,991 (2/83)
4	Cox Cable Communications	1,303,744
5	Warner Amex Cable Communications	1,200,000 (12/82)
6	Storer Cable Communications	1,163,187 (12/82)
7	Times Mirror Cable Television	787,075
8	Rogers UA Cablesystems	718,687
9	Newhouse Broadcasting[2]	701,108
10	Continental Cablevision	619,000 (12/82)
11	Viacom Cablevision	609,907 (12/82)
12	United Cable Television Corp	546,821
13	Sammons Communications Inc	522,448 (12/82)
14	TeleCable Corp	389,836 (2/83)
15	General Electric Cable	328,000
16	Capital Cities Cable Inc	314,283 (11/25)
17	Cablevision Systems Development	290,000
18	Comcast Cable Communications	290,000 (2/83)
19	Heritage Communications Group	277,537
20	Jones Intercable Inc	240,711
21	Liberty Communications	238,790 (12/82)
22	Wometco Communications	229,000 (12/82)
23	Tele-Media Corp	223,600 (12/82)
24	TCA Group	216,010 (2/83)
25	Daniels & Associates Inc	206,000 (2/83)
26	Multimedia Cablevision Inc.[3]	195,641 (12/82)
27	Maclean Hunter Cable TV Ltd	192,567
28	Service Electric Cable TV	189,500 (12/82)
29	Century Communications Corp	183,000 (12/82)
30	Colony Communications Inc	168,169 (10/82)
31	Western Communications	152,652
32	Centel Cable Television	149,296
33	Prime Cable Corp	141,334 (12/82)
34	Harris Cable Corp	140,600 (12/82)
35	Tribune Cable Communications	131,119
36	Rollins Cable Vue Inc	127,500 (12/82)
37	Communications Service Inc	117,229 (12/82)
38	Midwest Video Corp	114,615 (12/81)
39	Haron Communications	109,734 (2/83)
40	Cable America	108,271
41	Sutton Capitol Group[5]	104,029 (12/82)
42	Cable Vision Industries	104,024
43	Midcontinent Cable[4]	101,968 (12/82)
44	McCaw Communications	101,500 (12/82)
45	Adams-Russell Telecommunications	97,644 (2/83)
46	Buckeye Cablevision	97,510 (2/83)
47	Communications Systems Inc	91,911 (2/83)
48	American Cablesystems Inc	91,330
49	Armstrong Utilities	87,119
50	Cablentertainment Inc	86,812
51	Multi-Channel TV Cable Co	84,000 (9/82)
52	Televents Inc	83,008 (2/83)
53	Southmedia Company	82,246 (2/83)
54	McDonald Group	82,072 (12/82)
55	Omni Cable TV Corp	77,791 (6/82)
56	Buford Television	76,653 (7/82)
57	Perry Cable TV Corp	75,616 (2/83)
58	King Videocable Co	74,889
59	Palmer Communications Inc	73,438 (2/83)
60	Summit Communications	72,870
61	U.S. Cable Corp	70,000 (2/83)
62	McClatchy Newspapers	68,550
63	WEHCO Video Inc	68,171
64	National Telecommunications Co	67,500 (12/82)
65	The Essex Group	67,446
66	Ultracom, Inc	67,000 (2/83)
67	Action Corporation	63,040 (12/82)
68	Booth Communications	61,800 (2/82)
69	Omega Communications	60,000 (12/82)
70	American Cable Television Inc	59,732
71	Joseph Gans	59,000 (2/83)
72	Harte-Hanks Communications	57,300
73	Pencor Services Inc	56,853 (12/82)
74	Total TV Inc	56,217
75	Consolidated Cable Systems	51,900 (7/82)
76	Marsh Media	50,772
77	Falcon Communications	50,000 (9/82)
78	The Daily Press	49,000 (2/83)
79	Clear TV Cable Corp	47,532 (10/82)
80	Lenfest Group	45,801 (12/82)
81	Selkirk Communications	45,574 (2/83)
82	Sonic Cable TV	45,444 (12/82)
83	Adelphia Communications	44,339 (2/83)
84	Greater Media	43,500 (2/83)
85	Susquehanna Broadcasting	41,350 (2/83)
86	National Cablesystems Inc	39,713
87	Wabash Cablevision	38,077 (7/83)
88	Matrix Enterprises	35,890 (2/83)
89	Combined Cable Corp	35,000 (2/83)
90	Mickelson Media	32,952
91	Cable Holding Inc	31,000 (2/83)
92	United Video Management	30,800
93	MultiVision Group	30,000
94	Southern Cablevision	29,138 (8/82)
95	Hellicon Corp	28,500
96	Mid America Media	27,903
97	Jim R. Smith & Co	27,457 (11/82)
98	Cable Communications of Iowa	26,483 (9/82)
99	United Broadcasting	25,440 (9/82)
100	Potomac Valley TV Co	24,266

[1] Number is a company estimate
[2] Includes MetroVision, NewChannels, Vision Cable
[3] Includes Tar River Communications
[4] Includes systems owned and with controlling interest
[5] Includes owned and partially owned systems

Note: All subscriber counts are as of 1/83 unless noted otherwise

Top 100 systems

Rank	Location	Operator	Basic Subs
1	San Diego, Calif	Cox Cable	220,836 (10/82)
2	Woodbury (Long Island), N.Y	Cablevision	183,234
3	Manhattan, N.Y	ATC	169,250 (12/82)
4	Houston, Texas[1]	Warner Amex	151,350 (12/82)
5	West Orange, N.J	Maclean Hunter	146,169
6	San Antonio, Texas	Rogers UA Cable	148,447
7	Wayne, N.J	Rogers UA Cable	116,179
8	Tulsa, Okla	United Cable	104,092
9	Audubon, N.J	NYT Cable	100,248
10	Erie County, N.Y	Prime Cable	97,733 (12/82)
11	Austin, Texas	ATC	97,300 (12/82)
12	San Jose, Calif	Gill Industries	94,000 (12/82)
13	Tidewater, Va	Cox Cable	89,288 (10/82)
14	Central Islip, (Long Island) N.Y	Viacom	84,937 (12/82)
15	Baltimore County, Md	Caltec Cable	84,763 (2/83)
16	Seattle, Wash	Group W Cable	84,455 (2/83)
17	Orlando, Fla	ATC	82,550 (12/82)
18	Jefferson Parish/Kenner, La	Cox Cable	80,160 (10/82)
19	Toledo, Ohio	Buckeye Cablevision	78,811 (2/83)
20	Cincinnati, Ohio	Warner Amex	78,800 (12/82)
21	Manhattan, N.Y	Group W Cable	78,329 (2/83)
22	Memphis, Tenn	ATC	78,025 (12/82)
23	Grand Rapids, Mich	General Electric	75,000
24	Honolulu, Hawaii	ATC	73,650 (12/82)
25	Jacksonville, Fla	ATC	72,975 (12/82)
26	San Diego, Calif	ATC	72,350 (12/82)
27	Wilmington, Del	Rollins Cable	72,300 (12/82)
28	Wichita, Kan	Multimedia Cable	68,047 (12/82)
29	Baton Rouge, La	Daniels	67,000 (2/83)
30	San Francisco, Calif	Viacom	66,732 (12/82)
31	Greater San Juan, Puerto Rico	Harris Cable	64,110 (12/82)
32	Flint, Mich	Comcast	64,000 (2/83)
33	Suburban Rochester, N.Y	People's Cable	61,607 (2/83)
34	Englewood, Colo	United Cable	60,937
35	Columbus, Ohio	Warner Amex	60,700 (12/82)
36	Santa Barbara, Calif	Cox Cable	59,363 (12/82)
37	Melbourne, Fla	ATC	58,925 (12/82)
38	Buffalo, N.Y	Minneapolis Star	58,844
39	Monterey, Calif	Western	58,751
40	Seattle, Wash	Viacom	58,052 (12/82)
41	Pittsburgh, Pa	Warner Amex	58,000 (12/82)
42	Santa Monica, Calif	Group W Cable	56,321 (2/83)
43	Allentown, Pa	Twin County Cable	55,000
44	Snohomish County, Wash	Viacom	54,971 (12/82)
45	El Paso, Texas	Group W Cable	54,664 (2/83)
46	Columbus, Ohio	Coaxial Comm	54,200 (2/83)
47	Akron, Ohio	Warner Amex	53,850 (12/82)
48	Harrisburg, Pa	Sammons Comm	53,137 (12/82)
49	Pompano Beach, Fla	American Cable TV	53,064 (2/83)
50	Louisville, Ky	Times Mirror	52,802
51	Binghamton, N.Y	NewChannels	52,786 (2/83)
52	Charlotte, N.C	ATC	52,350 (12/82)
53	Dade/Broward Counties, Fla	Storer	52,217 (12/82)
54	Tacoma, Wash	Cable TV of Puget Sound	52,000
55	Boston Complex, Mass	Warner Amex	51,750 (12/82)
56	Kansas City, Mo	ATC	51,525 (12/82)
57	Jefferson County, Ky	Storer	51,266 (12/82)
58	Allentown, Pa	Service Electric	51,000 (12/82)
59	Des Moines, Iowa	Heritage	50,925
60	Sarasota, Fla	Storer	50,556 (12/82)
61	Canton, Ohio	Warner Amex	50,225 (12/82)
62	San Diego County, Calif	Times Mirror	49,862
63	Hartford, Conn	Times Mirror	49,326
64	St. Petersburg, Fla	Group W Cable	49,154 (2/83)
65	Charleston, S.C	Storer	49,028 (12/82)
66	New Haven, Conn	Storer	48,591 (12/82)
67	Reading, Pa	ATC	47,900 (12/82)
68	Port Arthur, Texas	Liberty	47,155 (12/82)
69	Cleveland, Ohio	Viacom	46,997 (12/82)
70	Chattanooga, Tenn	South Media	46,750 (2/83)
71	Peoria, Ill	General Electric	46,600
72	San Rafael/Marin County, Calif	Viacom	45,867 (12/82)
73	Jackson, Miss	ATC	45,850 (12/82)
74	Shreveport, La	ATC	45,700 (12/82)
75	Eugene, Ore	Group W Cable	45,678 (2/83)
76	New Britain, Conn	United Cable	45,203
77	Albany, N.Y	ATC	44,525 (12/82)
78	Scranton, Pa	Verto Cable	43,750 (2/83)
79	Bakersfield/Kern Co., Calif	Warner Amex	43,525 (12/82)
80	Bridgeport, Conn	Southern Conn. Cable	43,500 (12/82)
81	Overland Park, Kan	TeleCable	43,385 (2/83)
82	Dallas Complex, Texas	Warner Amex	43,250 (12/82)
83	Atlanta, Ga	Cable America	42,970
84	Birmingham, Ala	ATC	42,950 (12/82)
85	Westchester County, N.Y	Rogers UA Cable	42,382
86	Lincoln, Neb	MetroVision	42,296 (12/82)
87	Spokane, Wash	Cox Cable	42,196 (10/82)
88	Lansing, Mich	Continental	42,000 (12/82)
89	Moline/Quint Cities, Ill	Cox Cable	41,910 (10/82)
90	Winston-Salem, N.C	Summit Comm	41,884
91	Albuquerque, N.M	Tribune Cable	41,830
92	Brookhaven (Long Island), N.Y	Rogers UA Cable	41,824
93	Concord, Calif	Wester	41,312
94	Branford, Conn	Rollins Cable	40,900 (12/82)
95	DeKalb County, Ga	Cable America	40,364
96	Fayetteville, N.C	ATC	40,350 (12/82)
97	Oklahoma City, Okla	Cox Cable	39,258 (10/82)
98	Honolulu, Hawaii	TV Systems Inc	38,510
99	Greenville, S.C	TeleCable	38,210 (2/83)
100	Springfield, Ill	Times Mirror	38,102 (1/83)

[1] Includes Gulf Coast Cable

- Copyright rate hike goes into effect
- C-SPAN launches subscriber drive
- Cable accord gets mixed reviews
- Detroit consultant delivers report

CableVision

The news and features weekly of the cable television industry March 28, 1983 $3.00

3/24/83
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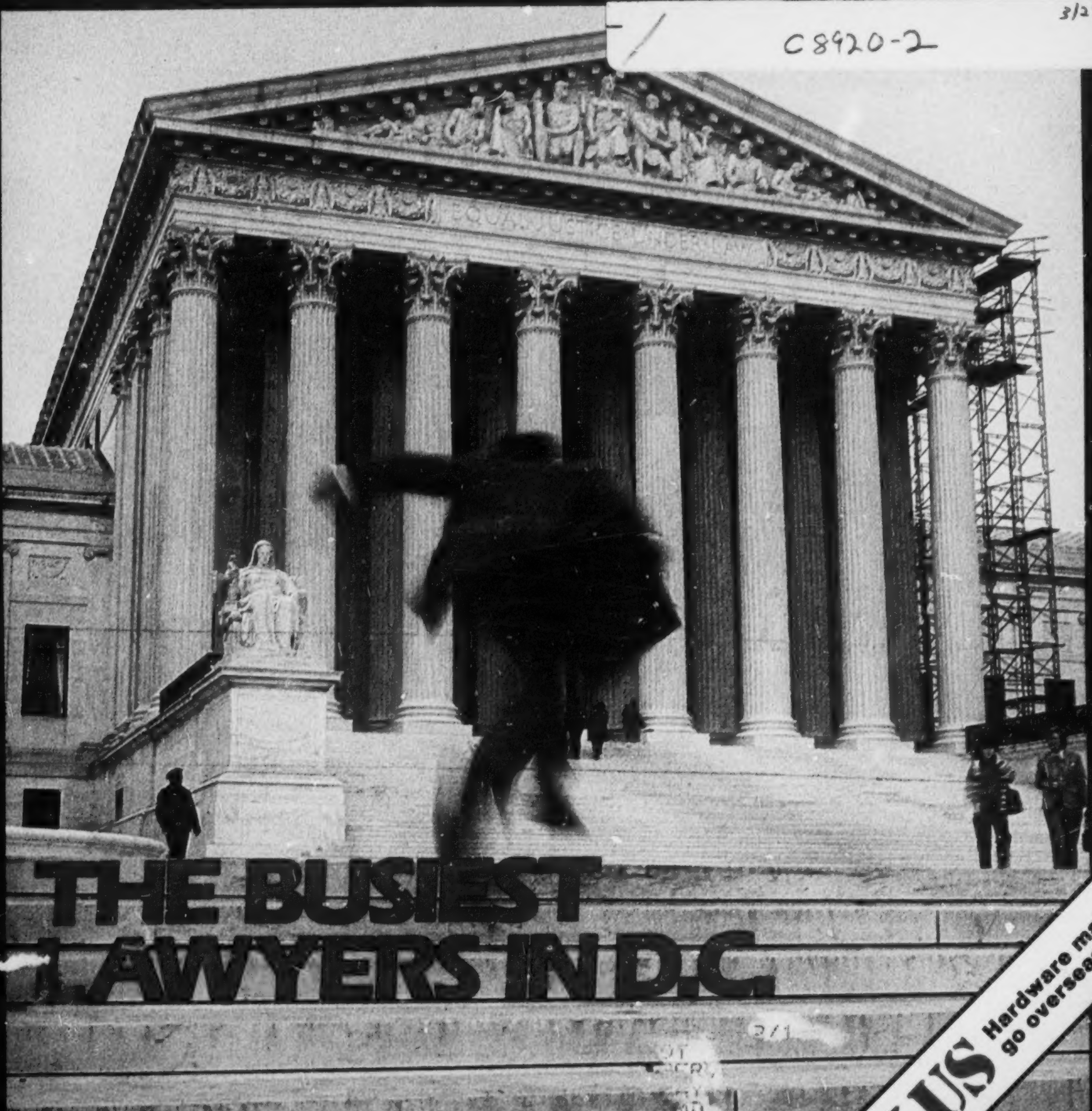

THE BUSIEST LAWYERS IN D.C.

PLUS Hardware makers go overseas

CableVision March 28, 1983. Volume 8, Number 29

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Congressman Jim Wright (D-Texas), center, appeared on a C-SPAN call-in show last week during a Capitol Hill get-acquainted day for 25 marketing and public relations persons. The programming service launched a campaign for 1 million more subscribers. Also attending were Ed Allen, president of Western Communications and C-SPAN board chairman, left, and Jack Frazee, president of Centel Cable. See story on page 18. Photo by Ken Heinen.

First C-SPAN Invitational

C-SPAN's latest promotional campaign aims to net 1 million more subscribers with news of expanded programming. **Leading the week, page 18.**

Cable's day of reckoning

Higher distant-signal royalty rates took effect March 15, and brought the large number of switchouts the industry had feared. A federal appeals court refused to stay the rates, and the U.S. Copyright Office attempted to quash hopes that there is a loophole in the copyright law. **Leading the week, pages 14-18.**

Cambridge referendum

Cambridge, Mass., will send the municipal ownership question to the voters in a November referendum. **Leading the week, pages 14-18.**

Detroit report released

Detroit cable consultants issued a preliminary report evaluating bids for the city's franchise. No overall rating of the bids was issued. However, a contract is expected to be signed by summer. **Leading the week, pages 14-18.**

Playboy woos women

The Playboy Channel, in an attempt to attract and retain women viewers, offers *4Play*, "an innovative feminist comedy," *Friday File*, a news/documentary/dramatization series hosted by best-selling author Nancy Friday, and other programs. **Page 24.**

L.A. system creates product

Group W's Los Angeles system will offer a production of Brendan Behan's *Confessions of an Irish Rebel* to cable systems and pay services. **Page 49.**

Deciphering market segments

Opinion Research Corp. will release an NCTA-sponsored study April 28 that assesses new ways to market cable service to better reflect market segments in an urban community. **Page 50.**

Canada opens its doors

American cable programmers are encouraged by broadcast policy guidelines developed by Canada's communications ministry. **Page 50.**

High fashion cable

Saks Fifth Avenue filled 60-second spots on USA Network's *How To Make The Best Of You* special March 20 with ads it created. **Page 51.**

CHN ad's cholesterol impact

Study shows that viewers who recalled viewing a pharmaceutical ad on CHN on the dangers of high cholesterol levels later followed the ad's advice. **Page 51.**

Consulting firm growing

Coaxial Analysts Inc., an 8-year-old, Denver-based cable services firm that employed just six people in 1975, today is the nation's largest independent cable system designer and one of the largest strand mapping and direct sales services, employing more than 100. **Page 53.**

Pay audio's prospects

Cable, broadcast, music and other industries are lured by prospects of a $600 million pay audio business by 1990. **Page 54.**

Cable-city accord

Cable leaders like the pact with the National League of Cities, but the cities are divided and utilities vow to fight its pole attachment provision. **Page 56.**

About the cover

If you're a communications lawyer in Washington, D.C., working for the cable industry, there's always something to keep you running to the courthouse. Pictured is the approach to the U.S. Supreme Court Building. Photo by Roger Watt. See story on page 42.

This week in PLUS

American hardware manufacturers are newcomers abroad, but newcomers with experience. Through joint ventures, overseas branches and licensing agreements, the American companies are entering the international market, getting ready for cable's arrival. Their overseas competitors may be already established, but are not as familiar with the technology as the Yankee challengers. . . *CableVision Plus* takes a look at communications law in Washington, D.C. In the city with perhaps the highest per capita number of lawyers, a few firms stand out. The firms we spoke to all have an impressive cable track record. Among them, they handle over half of the top MSOs. **Pages 29-52.**

National cable advertising

This chart lists national advertising sales by the basic cable networks during March 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Eastman Kodak (N)
Exxon (N)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (N)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (N)
Prudential-Bache (R)
Scott Paper (N)
Taylor Wines (R)
Warner Lambert (N)
Weight Watchers (R)
Yves St. Laurent (R)

BET
Amtrak (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coast Guard (R)
Eastman Kodak (R)
Ford (R)
IBM (R)
Mobil (R)
Pepsico (R)
Sears (R)
U.S. Coast Guard (R)
U.S. Army (R)

C-SPAN
American Postal Workers Union (N)
Merrill Lynch (N)
W.R. Grace (N)

CBN Cable Network
Abu/Garcia Co. (N)
Beriers Dars (N)*
Carter-Wallace (R)
*Dacus Inc. (N)
General Foods (R)
Kal-Kan (R)
Lehn & Fink Products (N)
Phillips Petroleum (N)
Rubbermaid (N)

Cable Health Network
Adria Laboratories (R)
Allied Corp. (R)
American Cyanamid (R)
American Home Products (R)
American Motors (R)
Block Drug (R)
Celestial Seasonings (R)
Chrysler Corp. (R)
Eastman Kodak (R)
Florida Citrus Commission (N)
G.D. Searle (R)
General Foods (R)
H.J. Heinz (R)
Lever Brothers (N)
Merrill Dow Pharmaceuticals (R)
Morton-Norwich (R)
Pfizer (R)
Procter & Gamble (R)
Sandoz (R)
Weight Watchers (R)
W.F. Young (N)*

Cable News Network
AMC (N)
American Motors (R)
American Home Products (R)
Banfi Products (Reunite) (R)
Bike (R)
Buff Puff (N)*
Carnation (R)
Clorox (R)
Colgate-Palmolive (R)
Communications Image (N)*
Dunlop (N)
Ford (N)
Goodyear (R)
Jeffrey Martin (R)
John Nuveen (N)*
Magic Chef (R)
Mentholatum (N)
Miles Laboratories (N)
Nestle (R)
Norelco (N)
Ralston Purina (R)
Schieffelin & Co. (Blue Nun Wine) (R)
Sears Roebuck & Co. (R)
Stanley Tools (R)
Texize (R)
Union Carbide (R)
U.S. Postal Service (N)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Egg Board (R)
American Home Products (R)
American Motors (N)
American Thread Co. (N)*
Bandai America (N)*
Boehringer/Ingheim (N)*
Campbell Soup (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (N)
J.C. Penney (N)
Kikkoman (R)
Kraft (R)
Mobil (R)
Norelco (N)
Offray & Son Inc. (N)*
Procter & Gamble (N)
Ralston Purina (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (N)
Singer (N)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (N)

Dow Jones Cable News
Dow Jones (N)
Dean Witter (N)
Hilton Hotels (N)
Tucker Anthony (N)

ESPN
American Cyanamid (R)
American Home Products (R)
Bardahl (R)
Berkshire Enterprises (R)
Bermuda Tourism (R)
Burmah (R)
Cinemax/HBO (R)
Clorox (N)
Corning Ware (N)
Dow Jones (R)
Dupont (R)
Esmark (N)
Esquire (N)
Ford (R)
FootJoy (R)
General Cigar (R)
General Foods (R)
General Motors (R)
Goodyear (R)
Hillerich & Bradsby (R)
Manhattan Industries (N)*
Mattel (R)
Mazda (R)
Mennen (R)
Michelin (R)
NEC (N)*
Pennzoil (R)
Pepsi Co (R)
Phillips Petroleum (R)
Republic Airlines (N)
Rustoleum (N)
Sakrete (N)
Schieffelin (Blue Nun Wine) (R)
Sqwincher (N)*
Tenneco (N)
Time Inc. (R)
True Value Hardware (R)
Warner Brothers (R)
Xerox (R)

Financial News Network
American Express (R)
Andrew Peck and Associates
  Brokerage (R)
Artmark Sculptures Ltd. (N)*
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities Magazine (R)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
General Motors (N)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
Investment Parties Inc. (R)
John Nuveen (N)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
McGraw Hill (R)
Merrill Lynch (R)
Monex (R)
National Geographic Society (R)
Newsweek (R)
North American Coin (R)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Princess Cruises (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (N)*
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poors (N)*
Stock Market Cycles (R)
Tandy Corp. (N)
Technology Illustrated (R)
Telmark Inc. (N)*
Texas Instruments (R)
Tri Fund (R)
United Business Services (R)
Value Line (R)
Wellington Financial Corp. (R)
West Coast Metals (R)
William O'Neil Inc. (R)

MSN
Action (R)
Aero-Mayflower Transit Co. (R)
American Archery Council (R)
American Association of Orthodontists (R)
American College of Surgeons (R)
American Dental Association (R)
American Iron & Steel Association (R)
American Petroleum Institute (R)
American Veterinarian Association (R)
Amway (N)
Anheuser-Busch (R)
Architectural Aluminum (R)
Australian Embassy (R)
Australian Transit Commission (R)
Bear Archery (R)
Beatrice Foods (R)
British Post Office (R)
Burlington Northern (R)
Campbell Soup (R)
Chrysler (R)
Ciba Pharmaceuticals (R)
Collagen Corp. (R)
Connecticut Department of
  Commerce (R)
Cruise Lines International (R)
Danish Agricultural Council (R)
Dow Jones (N)
Dresser Industries (N)*
Eckankar (R)
Edison Electric (R)
General Foods (R)
General Motors (R)
Goodyear (R)
Hartford Insurance (R)
Hershey Foods (R)
Hot Springs Chamber of Commerce (N)*
Industrial Fabrics (N)*
Insurance Information Institute (R)
Jet Propulsion Lab (N)*
Kelly Services (R)
Killington Ski Areas (R)
Luray Caverns (R)
LTV (N)*
Manufacturers Association (N)*
MCP Foods (R)
Mercedes Benz of North America (R)
Nabisco (N)
National Agriculture Chemical
  Association (R)
National Cancer Institute (R)
Operation Cork (R)
Paas (N)
Port Authority of New Jersey/New York (R)
Reynolds Aluminum (N)
Salt Institute (R)
Salvation Army (R)
Scandinavian State Railways (R)
Scandinavian Weekly (R)
Sears (R)
Sharper Image (R)
Soap & Detergent Association (R)
Society of Classics Engineers (R)
State of North Carolina (R)
Tourist Office of St. Moritz (R)
Tupperware (R)
United Parcel Service (R)
U.S. Borax (N)
U.S. Chamber of Commerce (R)
Virgin Islands of the U.S. (R)
Wisconsin Dells (R)
Women's International Bowling
  Association (R)
W.R. Grace & Co. (R)

The Nashville Network
Bradford Exchange (N)*
Chrysler (N)
Eastman Kodak (N)
Eicoff & Co. Enterprises (N)*
Ford (N)
General Motors (N)
International Broadcast Industry (N)*
Kraft (N)
Levi Strauss (N)
Martha White (N)
National Life & Accident Insurance (N)
Neva Products (N)*
Playboy (N)
R.J. Reynolds (N)
Sears (N)
Stroh (N)
Time Inc. (N)
U.S. General Supply (N)*
Vitamix (N)
Crain Communications (N)*

National Jewish Television
Coleco (N)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Hall's (N)
ITT (N)
Twentieth Century-Fox (N)
Warner Lambert (N)

SNC
Ace Hardware (R)
American Motors (R)
Chrysler (R)
Comerco (R)
Ford (R)
General Motors (R)
Kraft (R)
Radio Shack (R)
United Van Lines (R)

SPN
Allied Corp. (R)
American Photographer (R)
Aprise (N)*
Banker's Life (R)
Best Western Hotels (R)
Celanese Fabrics (R)
Clairol (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (N)
Harvard Business Review (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
Norsk Hydro (R)
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
Savings and Loan Association (R)
Serol Hair (N)*
Sheraton (R)
TV Guide (R)

Cable stats

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Yves St. Laurent (R)

USA Network
Activision (N)
Alaska Department of Tourism (N)
American Gas Association (N)
American Home Products (R)
AMF (N)
Anheuser-Busch (R)
Armour-Dial (R)
Bermuda Tourism (N)
Cadbury/Schweppes (R)
Campbell Soup (R)
Castle & Cook Foods (R)
Cinemax/HBO (N)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (N)
Cooper (Hockey Equipment) (N)*
Duracell (R)
Ford (N)
General Foods (R)
General Mills (R)
Georgia Pacific (N)
Hanes (R)
Holiday Inns (N)
Jeffrey Martin (N)
K-Tel (N)
Kellogg's (R)
Kemper (N)
Kimberly-Clark (R)
Levi Strauss (R)
Mattel (R)
Minolta (N)
Mobil (R)
Norelco (N)
Noxell (R)
Owens-Corning (R)
Phillips Petroleum (N)
Pillsbury (R)
Playtex (R)
Republic Airlines (N)
Richardson-Vicks (N)
Saks Fifth Avenue (N)
Schieffelin & Co. (N)
Scott Paper Co. (N)
Sharp Electronics (N)
Spaulding (N)
Stride Rite (N)
Toyota (N)
Union Carbide (N)
US Army (N)
USF & G (N)
Volkswagen (N)
Walt Disney Productions (N)
Warner Brothers (N)
Warner Lambert (R)
Wrigley's (N)

The Weather Channel
Ace Hardware (N)
American Gas Association (R)
General Motors (R)
Heil & Whirlpool (R)
Lennox Industries (R)
Phillips Petroleum (N)
Prudential-Bache (R)
RCA (R)
Union Carbide (R)
Weber Kettles (N)

WTBS
Buenavista Distribution (R)
Carter Wallace (R)
Clorox (R)
Esmark (R)
General Mills (R)
Hershey Foods (R)
Honda (R)
Jeffrey Martin (R)
Kusan (R)
LIN (N)
National Inquirer (R)
Noxell (R)
Ocean Spray (N)
Philip Morris (R)
Procter & Gamble (R)
Sears (R)
Squibb (N)
Thompson Medica (R)
Tonka Corp. (R)
Urban General (R)
Zenith (R)

[1] first time in Cable stats
* New to network advertising
R denotes renewal client
N denotes new client

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in subs from 1/31	
ACSN: The Learning Channel	357	2,804,920	+12.0	
Alpha Repertory Television Service (ARTS)	1,725	8,000,000	NA	(12/82)
Black Entertainment Television (BET)	147	3,072,860	-3.9	
Cable Health Network (CHN)	847	8,100,000	+10.9	
Cable News Network (CNN)	3,196	18,326,000	+4.7	
CNN Headline News	400	2,760,000	+6.1	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	13,000,000	+4.0	
CBN Cable Network[1]	3,689	19,761,000	+0.3	
Daytime	641	8,500,000	+13.3	
Dow Jones Cable News	94	975,000	+8.3	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,397	21,177,192	+2.0	
Eternal Word Television Network (EWTN)	65	1,100,000	+26.4	
Financial News Network(FNN)	758	7,704,527	NA	
Modern Satellite Network (MSN)[2]	455	7,134,250	NA	
Music Television (MTV)	1,300	10,000,000	+5.2	
The Nashville Network (TNN)[3]	650	7,000,000	NA	
National Christian Network	84	1,325,000	+1.2	
National Jewish Television (NJT)	114	2,446,735	+3.2	
Nickelodeon	2,300	10,500,000	NC	
PTL Satellite Network	700	7,500,000	NA	(1/83)
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel I (SNC I)	600	5,800,000	+7.4	
Satellite Program Network (SPN)[4]	388	5,400,000	NC	
SIN Television Network[5]	199	25,531,400	NA	(1/83)
Trinity Broadcasting Network	245	2,874,000	+6.7	
USA Network	3,000	15,000,000	NA	(12/82)
The Weather Channel (TWC)	711	7,125,000	NA	(12/82)
WGN	3,976	11,084,783	+3.2	
WOR	750	4,563,901	+1.0	
WTBS	5,059	24,990,000	+0.3	

Satellite-fed basic audio services

Lifestyle	105	1,000,000	NA	(10/82)
Moody Bible Institute	21	308,885	+517.7	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	6	100,000	NA	
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NA	(12/82)

Satellite-fed pay services

Bravo	57	95,674	+3.1	(1/83)
Cinemax[6]	1,600	2,000,000	NA	(12/82)
The Entertainment Channel (TEC)	84	50,000	+9.8	
EROS	22	200,000	NC	
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)[6]	4,500	11,500,000	+4.5	
Home Theater Network Plus (HTN)	325	170,000	NA	(1/83)
The Movie Channel (TMC)	2,350	2,300,000	NA	(12/82)
The Playboy Channel	220	374,837	+15.3	(1/83)
Showtime	2,000	4,000,000	NA	(12/82)
Spotlight	223	735,000	NA	(12/82)

*Subscriber and affiliate counts are as of 2/28/83 unless otherwise indicated.
NC denotes no change
NA denotes not available
1. Correction of last month's affiliate count: 3,570
2. Decrease reflects company audit of affiliate subscriber counts.
3. New service.
4. Denotes households receiving signal.
5. Total SIN reach; total Spanish-speaking households: 3,075,900
6. Figures are company approximations.
7. Cable subscribers only; total homes receiving signal: 30,000

Regional entertainment services	Affiliates*	Subscribers*	% change in subs from 12/31	
Atlanta Interfaith	5	115,500	NC	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel	36	200,000	+28.2	
Buffalo Sabres Hockey	9	325,000	NC	
Home Sports Network—Houston	NA	NA	NA	
Life Newsvision (Chicago Suburbs)[3]	3	10,000	NA	
Madison Square Garden Network	49	1,400,000	NC	
Off Track Betting (OTB) (Upstate New York)	23	NA	NA	
PRISM-Philadelphia	81	330,998	+0.3	
Season Ticket (Cleveland)[3]	NA	NA	NA	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel-New England	28	20,000	NA	
SportsChannel-New York	34	268,000	+1.1	
Sports Vision-Chicago[7]	10	3,000	NA	(1/83)
Video Music Channel	4	100,000	NA	
Z-Channel	8	92,000	+30.5	

Announced regional services	Expected launch
Home Sports Network-Dallas	4/5/83
Home Sports Network-Pittsburgh	4/83
Home Sports Network-Texas	T.B.A.
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	T.B.A.
Tele Scripps (Pittsburgh)	T.B.A.
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	T.B.A.
The Aloha Network (Lewmark Productions)	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	T.B.A.
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch T.B.A.
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	T.B.A.
Good Evening Movie Service (GEMS)	3/83
Group W Cable Sports Network	T.B.A.
Home Music Store	1984
Kidvid Network	5/83
Rock 24 (Lewmark Productions Music)	T.B.A.
Magicable	3rd quarter 1983
National Jazz Network	T.B.A.
The Nostalgia Network (Lewmark Productions)	T.B.A.
PBS Cable	T.B.A.
Penthouse Television Network ([illegible])	T.B.A.
Reserved Seat Video Productions (RSVP)	5/10/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	T.B.A.
Sitcom Channel (Channeltainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.
The Work Channel (Lewmark Productions)	T.B.A.

- NCTA-NLC compromise bill stalls
- Turner renews attack on must-carry
- Cable sidelight at NATPE marketplace
- TCI and Scripps form joint cable venture

CableVision

he news and features weekly of the cable television industry April 4, 1983 $3.00

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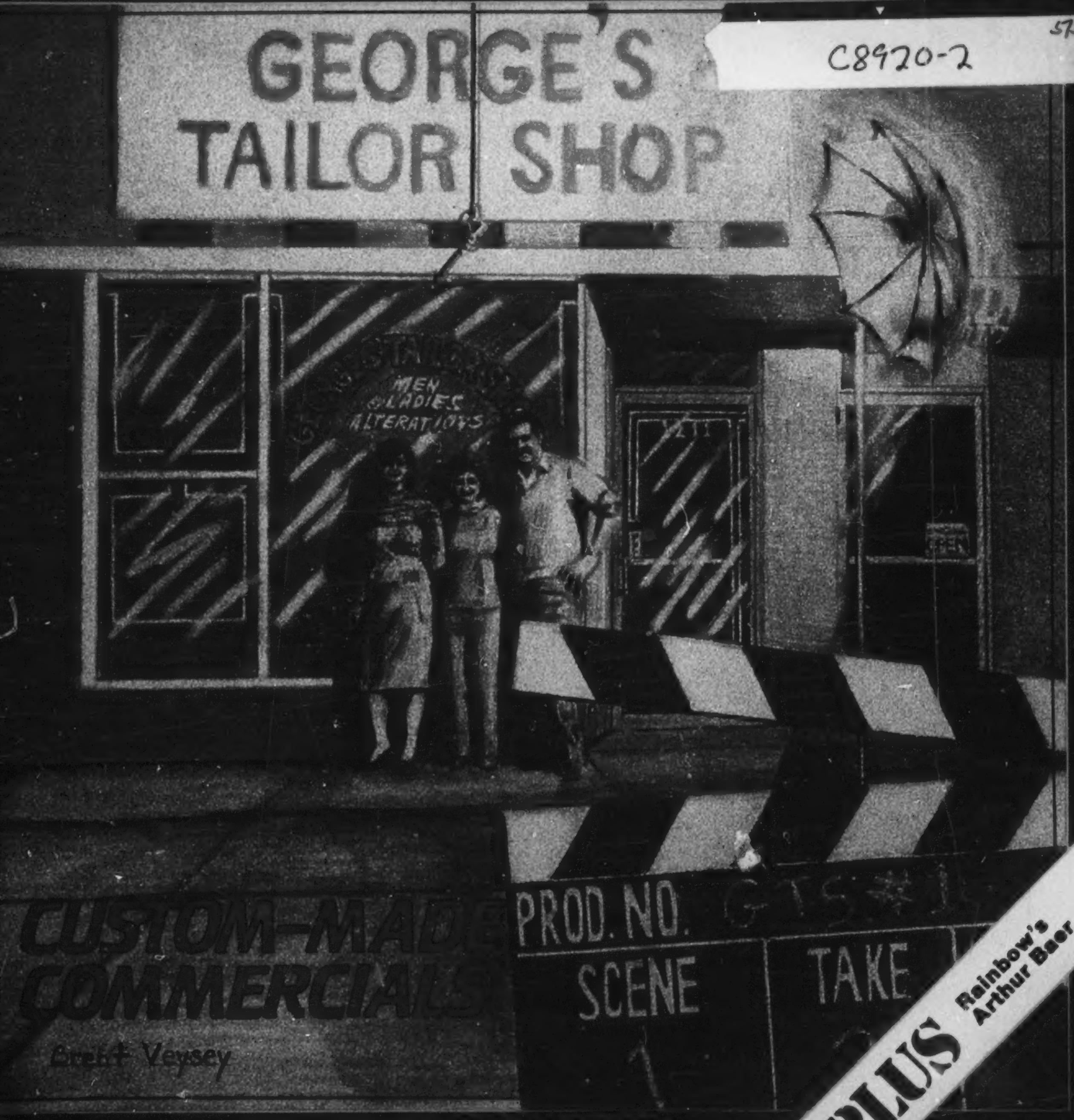

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Lorimar Productions, producer of 'Dallas,' bought New York ad agency Kenyon & Eckhardt. Getting into cable is part of the reason why.

Lorimar's cable strategy

Lorimar Productions, creator of the broadcast TV series *Dallas*, plans to acquire Kenyon & Eckhardt Inc., a leading ad agency. One strategy: to produce sponsored shows for cable. **Leading the week, pages 15-22.**

Accord with no place to go

National Cable Television Association's board ratified its legislative compromise with the National League of Cities, but the Senate Commerce Committee failed to come to a vote in an initial attempt to incorporate the accord into S. 66. Meanwhile, many city officials continue to grumble about the pact. **Leading the week, pages 15-22.**

Preserving FCC rules

Representatives Tim Wirth (D-Colo.) and Henry Waxman (D-Calif.) introduced a bill that would place a five-year moratorium on any Federal Communications Commission action to repeal or alter the financial interest, syndication and prime-time access rules. **Leading the week, pages 15-22.**

Making deals, not war

Broadcast and cable services and operators, each faced with financial constraints, sought cooperation at the NATPE convention in Las Vegas, Nev. **Leading the week, pages 15-22.**

CHN's new president

Cable Health Network has a new president, as Jeffrey Reiss moves up to vice chairman and a long-range planning post. **Leading the week, pages 15-22.**

Disney, CableShop sign MSOs

The Disney Channel and The CableShop release their initial list of MSO agreements. TCI, Continental and Sammons sign up for Disney; ATC and Times Mirror contract for CableShop. **Leading the week, pages 15-22.**

Overbuild distaste

Public and corporate officials familiar with overbuilds are almost unanimous in their disfavor of overbuilds, according to a report by cable consultant Les Page. **Leading the week, pages 15-22.**

Beating swords into plowshares

NATPE attendees wrestle with the future of TV, its new technologies and their roles in serving the marketplace. Meanwhile, broadcasters and cable operators showed a greater measure of mutual trust and cooperation. **Page 51.**

RSVP isn't pulling punches

The ABC-ESPN pay-per-view venture is budgeting $1 million to advertise a four-bout boxing event in an attempt to achieve 15 percent penetration. **Page 60.**

P&G buys Daytime package

Procter & Gamble's three-pronged buy includes sponsorship of a new half-hour series. **Page 66.**

TCI, Scripps form venture

TeleScripps is intended to acquire cable systems with a total of up to 500,000 subscribers within the next five years. **Page 99.**

TBS renews must-carry siege

Turner formally requests the FCC to act on its petition to eliminate must-carry rules. **Page 116.**

Copyright owners fight back

The fight over higher distant signal royalty fees rages on, with the MPAA and major sports interests attacking cable's claims. **Page 116.**

About the cover

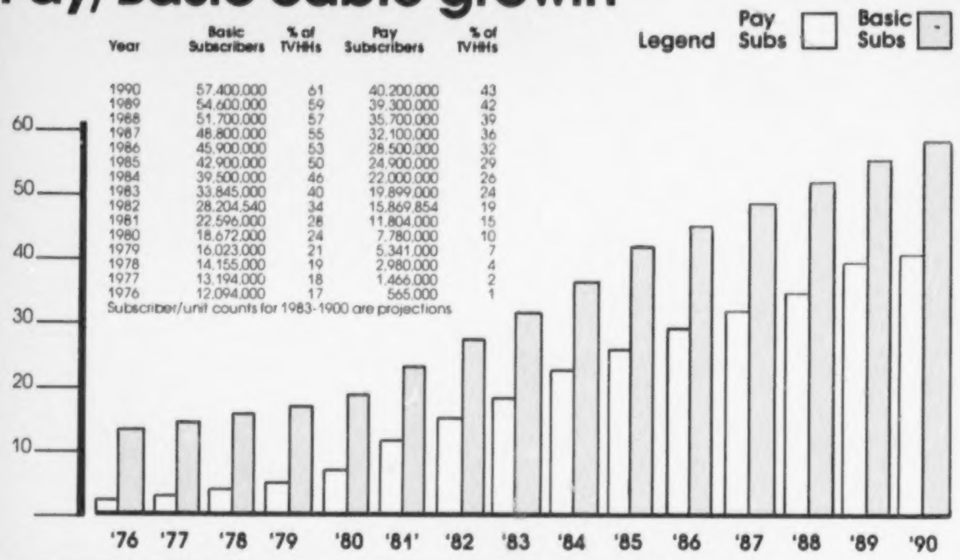
The glamour and the advertising power of television are being made available to small businesses for the first time by savvy cable operators. See *CableVision Plus*, p. 78. Illustration by Brent Veysey.

This week in PLUS

Locally produced cable commercials are getting better all the time. And are producing good results for the money. Systems across the country are producing quality cable spots that are miles above the typical late-night broadcast ads that make you turn the set off more than buy the product. . . Today, "headhunters" for cable companies look more for general business experience than for cable knowledge. Arthur Baer, Rainbow's new president, has never had a cable hookup. But he's an expert in packaging and marketing products and in making companies grow. And selling cable may not be so different from selling coffee. . . At UA-Columbia's New Rochelle, N.Y., system, area college students learn cable from behind a camera lens. The students get on-the-job career training, while the system gets a hard-working LO crew. **Pages 75-98.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections

Cable barometer

Television households (TVHH)	83,400,000
Homes passed by cable (HP) .	49,963,332
Percent of TVHH passed by cable	59.9%
Basic cable subscribers .	28,623,377
Percent of TVHH with basic cable	34.3%
Percent of HP with basic cable	57.3%
Pay cable units	16,300,000
Percent of TVHH with pay cable	19.5%
Percent of HP with pay cable	32.6%
Percent of basic subs with pay cable ..	56.9%

Figures are as of February 1983

Film product comparison—April

Film	Pay Networks					Distributor
A Doll's House				HTN*		Paramount
A Little Sex	HBO	(ST)	TMC*			Universal
A Whale of a Tale		ST				Eastern Media
Absence of Malice	HBO					Columbia
Adventures of the Wilderness Family Part II	HBO*	(ST)	(TMC)			Simcom
All the Marbles					C*	MGM/UA
Alex in Wonderland					C*	MGM/UA
The Amateur	(HBO)	ST*	(TMC)			20th Century-Fox
The Amazing Mr. Blunden				HTN*		Excel Video
Amber Waves					C	HBO
The American Success Company/Success*					C*	Columbia
An American Werewolf In London	HBO*					PolyGram
An Eye For An Eye		ST				Wescom
Arthur	(HBO)		(TMC)	HTN*		Warner Bros
Ask Any Girl				HTN		MGM/UA
Atlantic City		ST				Paramount
Barbarosa					C*	ITC
The Beast Within	HBO*		(TMC)			MGM/UA
Below the Belt					C	Film Gallery
Beyond the Reef	HBO					Dino De Laurentiis
The Bible					C*	20th Century-Fox
The Blackboard Jungle				HTN	(C)	MGM/UA
Blow Out		ST*	TMC		(C)	Orion
The Boys in Company C					C*	Columbia
Brother Sun, Sister Moon			TMC*			Paramount
The Burning		ST	(TMC)			Orion
Butterfly		ST*	(TMC)			Analysis
Cafe Express			TMC			Swank
Carbon Copy	HBO				(C)	Embassy
Cat People		(ST)	TMC*			Universal
Cattle Annie and Little Britches					C*	Hemdale
Chariots of Fire	(HBO)	(ST)	TMC*	(HTN)		Warner Bros
Cheech and Chong's Nice Dreams	HBO*	(ST)	(TMC)		(C)	Columbia
Clash of the Titans				HTN	C	MGM/UA
Coach	HBO*					HBO
Conan the Barbarian	HBO	ST	TMC			Universal
Confessions from a Holiday Camp					C	Columbia
Continental Divide	(HBO)	ST		(HTN)		Universal
Convoy	(HBO)	ST	(TMC)			MGM/UA
Cutter's Way	(HBO)	ST	TMC			MGM/UA
The Dark Angel		ST			C	Samuel Goldwyn Co
Dead End		ST*				Samuel Goldwyn Co.
Death Hunt		(ST)	TMC		C	20th Century-Fox
The Discreet Charm of The Bourgeoisie					C	20th Century-Fox
The Deer Hunter		(ST)	(TMC)		C	Universal
Doctor at Sea					C	Janus
Doctor Zhivago			(TMC)	(HTN)	C	MGM/UA
Dot and the Bunny		ST*	TMC			Satori
Edge of Doom		ST				Samuel Goldwyn Co
Evilspeak	HBO	(ST)				Frank Moren Co.
Evil Under the Sun	HBO*					AFD
Excalibur	HBO	ST*	(TMC)	HTN*		Warner Bros
Eye of the Needle					C*	MGM/UA
Eyewitness		(ST)	(TMC)		C*	20th Century-Fox
Fat Chance			TMC			Manley Productions
First Monday in October		(ST)	TMC	HTN*		Paramount
The Fixer				HTN*		MGM/UA
Forbidden Games					C*	Janus
For Your Eyes Only	HBO	(ST)	(TMC)	HTN*	(C)	MGM/UA

Film	Pay Networks					Distributor
The Four Seasons	HBO	(ST)	TMC	(HTN)		Universal
The French Lieutenant's Woman	(HBO)	(ST)	(TMC)		C	MGM/UA
Fugitive Family	HBO					HBO
Funeral Home		(ST)			C*	Wescom
Gas		ST*				Paramount
The Gathering Part II				HTN	(C)	Worldvision
The Gazebo					C	MGM/UA
The Great Sinner		ST				MGM/UA
The Green Man					C	Alan Enterprises
Gunn				HTN*		Paramount
Guys and Dolls					C*	Samuel Goldwyn Co
The Hanging Tree			TMC		(C)	Warner Bros
Hanover Street				HTN	C	Columbia
The Happy Hooker Goes To Hollywood		ST				Swank
Hardcore					C	Columbia
Harry's War	HBO					Sunn Classic
Hearts and Minds		ST				Paramount
Heaven Can Wait		(ST)		HTN*		Paramount
Her Twelve Men		ST				MGM/UA
The High Cost of Loving		ST				MGM/UA
High Risk		ST				Viacom
History of the World, Part I					C	20th Century-Fox
Honky Tonk Freeway	HBO				(C)	AFD
I Ought To Be In Pictures	(HBO)	ST*	(TMC)	HTN*		20th Century-Fox
I'm Dancing As Fast As I Can	HBO	ST	TMC			Paramount
Inside Moves					C	ITC
Intruder in the Dust		ST				MGM/UA
Jabberwocky			TMC*			Almi Group
Jaws of Satan			TMC			MGM/UA
J.D. and the Salt Flat Kid					C	Samuel Goldwyn Co
The Jericho Mile			(TMC)		C*	ABC
Julie		ST*			(C)	MGM/UA
The Kid from Brooklyn		ST				Samuel Goldwyn Co
King of Kings				(HTN)	C*	MGM/UA
La Cage Aux Folles II	HBO*		(TMC)			MGM/UA
Lenny					C	MGM/UA
Les Girls			(TMC)	HTN*	(C)	MGM/UA
Lies My Father Told Me					C	Columbia
The Long Good Friday			TMC			Handmade Films
The Looney, Looney, Looney Bugs Bunny Movie	HBO	(ST)	TMC	(HTN)		Warner Bros
Love and Money		ST	(TMC)			Lorimar
Love at First Bite					C	Viacom
Lovers and Liars			TMC			Samuel Goldwyn
Lunch Wagon Girls					C	Seymour Borde
The Man Who Fell To Earth			TMC			Almi Group
The Man Who Would Be King					C*	Lorimar
McLintock	HBO					Batjac
Mephisto		ST	TMC		C	Picture Source
Merry-Go-Round		ST				Film Gallery
Mirror, Mirror					C	HBO
Mistress Pamela		ST*				Intercontinental
Monty Python and the Holy Grail			TMC		(C)	Almi Group
Moscow Does Not Believe In Tears				HTN*	C*	IFEX
Mountain Family Robinson		ST	TMC			Simcom
National Lampoon's Movie Madness			TMC			MGM/UA

Cable stats

Film	Pay Networks					Distributor
Never So Few		(ST)		HTN*	C*	MGM/UA
Never Never Land				(HTN)	C*	Thorn EMI
Night School		ST				Paramount
North by Northwest				HTN*	(C)	MGM/UA
On the Run			TMC			MGM/UA
Outland		(ST)	(TMC)	HTN		Warner Bros
Partners		ST	TMC			Paramount
Popeye			TMC			Paramount
Pray TV		ST*				Orion
Private Lessons			TMC			Universal
Rawhide			TMC			20th Century Fox
The Red Badge of Courage					C*	MGM/UA
Rich and Famous	HBO	(ST)	TMC*		(C)	MGM/UA
Rough Cut		(ST)	TMC		(C)	Paramount
Ruckus			(TMC)	HTN*		Wrightwood
The Salamander	HBO		TMC			AFD
Savage Harvest	HBO					Savage Harvest Co
The Sea Wolves	(HBO)				C	Lorimar
The Secret Policeman's Other Ball		ST	TMC			20th Century-Fox
The Sensuous Nurse		(ST)			C*	Castle Hill
Sex Machine		ST*				Seymour Borde
Sgt. Pepper's Lonely Hearts Club Band				HTN		Universal
Shogun Assassin		ST				Samuel Goldwyn Co
The Shootist	(HBO)		TMC			Paramount
Silence of the North	(HBO)	(ST)		HTN*		Universal
Silent Movie			(TMC)		C	20th Century-Fox
Silk Stockings				HTN*		MGM/UA
Soup for One	HBO		TMC			Warner Bros
Southern Comfort	HBO	(ST)	(TMC)		(C)	Atlantic
Starbirds		ST				New Hope
Star Trek II The Wrath of Khan	HBO	ST	TMC	HTN		Paramount
Star Wars	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Stripes		ST	(TMC)	HTN*	(C)	Columbia
Student Bodies		ST				Paramount
The Sword and the Sorcerer	HBO	ST	TMC			Universal
Tarzan, the Ape Man			(TMC)		C	MGM/UA
Texas Lightning		ST*				Film Ventures
The 13th Day The Story of Esther				HTN*		Universal
30 Is a Dangerous Age, Cynthia					C	Columbia
Three Warriors			TMC		(C)	Film Gallery
Ticket to Heaven		ST*	TMC*		(C)	Stalker
The Tinderbox					C*	Corinth
Treasure Island	HBO					Warner Bros
Treasures of the Snow	HBO*			HTN		Turner Program Services
Tribute to a Bad Man			TMC			MGM/UA
The Twelve Chairs					C	Wrightwood
Two Weeks in Another Town				HTN	(C)	MGM/UA
Under the Rainbow			TMC	(HTN)		Warner Bros
Underground Aces		ST				Orion
Victory	(HBO)			(HTN)	C*	Lorimar
The V.I.P.s		(ST)		HTN*	(C)	MGM/UA
Virus			(TMC)	HTN*		Broadwood
Who Has Seen the Wind	(HBO)				C	Janus
Witch's Sister		ST				Film Gallery
Wolfen	HBO		(TMC)			Warner Bros
The Wonder of it All	HBO					Simcom
Woodplum					C	Odec
Z			TMC		C	Almi Group

Cable network legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

• Networks in parentheses indicate carriage in November, December, January, February and/or March.

• An asterisk following a network indicates the film is a carryover from November, December, January, February and/or March.

• In total, 172 films appear on the April schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (November 1982-January 1983), one movie, "For Your Eyes Only," appeared on all five services. Twelve films appeared on four of the five networks, 25 on three and 44 on two networks. Ninetyone films are unduplicated.

• The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 35, followed by Paramount with 16 and Universal and 20th Century-Fox with 11 films apiece.

• All sorts of different highlights on the program guide covers this month, a change from the winter of 1983. "Absence of Malice" on HBO's cover, "Star Trek II: The Wrath of Khan" on The Movie Channel and HTN Plus guides, while Showtime opts for the premiere of "The Paper Chase—The Second Year," the law school series starring John Houseman. Also on the TMC cover "Conan the Barbarian" and "The Swort and the Sorcerer," two films in the same movie genre. And in addition to "Absence of Malice," the HBO/Cinemax guide features a Willie Nelson concert special, a Mel Brooks film festival and the "Philip Marlow: Private Eye" miniseries.

*In some cities around the country, this movie is playing under the title "Success," released by The Invisible Studio.

Cable penetration in top 50 TV markets

Rank	Market	Percent of homes passed with basic cable
1.	New York City	45.8
2.	Los Angeles-Palm Springs	34.4
3.	Chicago	44.0
4.	Philadelphia	53.8
5.	San Francisco-Oakland	51.1
6.	Boston-Manchester-Worcester	43.4
7.	Detroit	39.1
8.	Washington, D.C.-Hagerstown	56.1
9.	Cleveland-Akron	50.0
10.	Dallas/Fort Worth	48.9
11.	Houston	46.9
12.	Pittsburgh	54.3
13.	Miami-Ft. Lauderdale	35.4
14.	Seattle/Tacoma	50.4
15.	Minneapolis/St. Paul	48.2
16.	Atlanta	48.8
17.	St. Louis	37.6
18.	Tampa/St. Petersburg-Sarasota	48.1
19.	Denver	49.5
20.	Baltimore	46.7
21.	Sacramento/Stockton	57.9
22.	Indianapolis	56.1
23.	Portland, Ore.	59.9
24.	Phoenix-Flagstaff	44.4
25.	Hartford/New Haven	60.5
26.	Cincinnati	53.9
27.	San Diego	60.7
28.	Kansas City	50.6
29.	Milwaukee	34.6
30.	Nashville-Bowling Green	56.1
31.	Charlotte	50.6
32.	Buffalo	56.4
33.	Providence-New Bedford	62.6
34.	Orlando-Daytona Beach	57.6
35.	New Orleans	59.3
36.	Memphis	66.2
37.	Columbus, Ohio	43.5
38.	Greenville-Sparta-Ashville	47.1
39.	Grand Rapids-Beaver Creek	49.6
40.	Birmingham-Anniston	52.7
41.	Raleigh-Durham	58.6
42.	Oklahoma City	52.3
43.	Louisville	50.0
44.	Salt Lake City	47.6
45.	San Antonio	60.7
46.	Charleston-Huntington	60.4
47.	Norfolk-Portsmouth-Newport News	48.8
48.	Harrisburg-Lancaster-Lebanon-York	63.8
49.	Wilkes-Barre-Scranton	61.5
50.	Albany-Schenectady-Troy	60.3

Note: Market areas refer to Nielsen's designated market areas (DMA).

April 11 1983

- Heritage buys stake in chain stores
- NLC urged to reconsider accord
- NCTA to battle telco cross-ownership question
- Madison Square Garden breaks sports format

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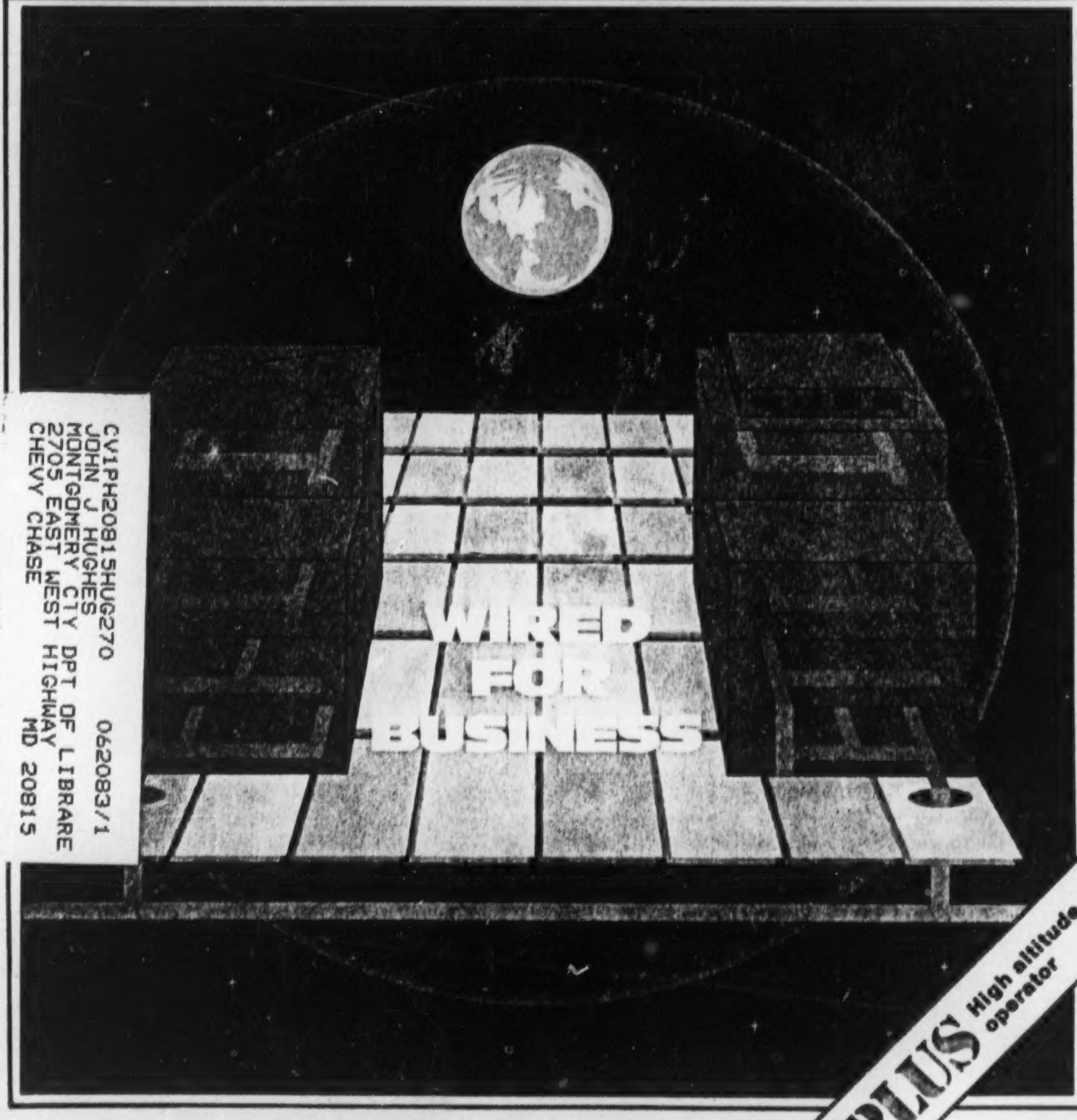

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Jim Hoak

Chain store partnership set

Heritage Communications Inc., the nation's 17th-ranked MSO, buys 17 percent of American Cable Connection, a cable retail store franchise venture. **Page 56**.

Agreement causes discontent

City administrators in New York; Sacramento, Calif.; Cincinnati; and other major cities are preparing letters urging the National League of Cities board of directors to reconsider its approval of the legislative accord with the National Cable Television Association. **Leading the week, pages 14-16**.

ESPN's best Nielsen ever

The Entertainment and Sports Programming Network racks up its best Nielsen week ever, finishing with a 4.1 average prime-time rating. **Leading the week, pages 14-16**.

Revenues, assets climb

Cable industry financial figures for 1981, released by the Federal Communications Commission, show a 60 percent increase in operating revenues, but pre-tax income declined due to higher construction expenditures and interest rates. **Leading the week, page 20**.

Municipal ownership studied

Santa Monica, Calif.'s City Council has allocated funds to study the feasibility of converting its cable franchise into a municipally or jointly owned operation as one step in a "broader and more intelligent" look at cable's possibilities. **Leading the week, page 20**.

Addressable and Disney too

Tele-Communications Inc. aims to boost pay revenues and install more boxes with Disney launch. **Leading the week, page 21**.

Ill. cities talk to Centel

Two communities 25 miles west of Chicago are set to begin franchise negotiations with Centel later this month. **Leading the week, page 21**.

The format is the issue

USA Network and MTV go to the mat on minority content of music programs. **Page 23**.

'I advertise on SNC . . .'

Endorsement ads used by SNC, ESPN, MTV and USA Network successfully draw in new advertisers by showing the networks' acceptance among major advertisers. **Page 51**.

Warhol joins sports net

An insider look at jet set doings is expected to boost the appeal of the lineup for Madison Square Garden, the Northeast sports network that spawned USA Network several years ago and is following USA Network's move toward non-sports programming. **Page 55**.

St. Louis back on track

The Board of Aldermen, through its Public Utilities Committee, has won control over the cable franchising process here after a bureaucratic joust with the mayor. **Page 56**.

Houston antitrust ruling

Former Houston Mayor Jim McConn and Gulf Coast Cable Television were held liable for $6.3 million in damages for violation of the Sherman Antitrust Act. **Page 58**.

Telco ownership suit

After a year-long delay, the NCTA's challenge to rural telephone company cable ownership is heating up again. **Page 58**.

This week in PLUS

In the world of business to business communications, cable's edge may be greater than it has realized. Telcos approaching the market view operators as tough competition and are eyeing possible cooperative arrangements. Cable may not want to ignore these overtures. For, ironically, cooperating with telcos could prove the safest path to avoiding common carrier status. . . Building a system in the mountains of Arizona isn't easy, as Jack and Rick Blanchard can attest. But the father and son who head up Mogollon Cable both think it's paid off. The view might be nice, but as Jack Blanchard says, "After a while, even the newcomers get bored with the scenery." And then they're ready to be hooked up. Pages 25-48.

Revenues, assets climb

Pre-tax net income declined due to higher construction expenditures, interest rates

WASHINGTON—Cable industry financial figures for 1981 released last week by the Federal Communications Commission (*CV*, 4/4/83, p. 10) reflect a sharp increase in operating revenues—up 60 percent over 1980 to more than $3.5 billion—coupled with a decline in pre-tax net income from $160 million to $40 million.

Total 1981 operating expenses for the industry were pegged at $2.4 billion, leaving an operating income of $1.2 billion, or a 33.4 percent operating margin before expenses for depreciation and amortization, interest and taxes. In addition, the FCC reported a 78 percent increase in the cable industry's total assets, estimating their 1981 book value at $7.91 billion.

Wall Street analysts blame increased construction expenditures and high interest rates for the decline in pre-tax net income. For the most part, the analysts show only slight concern over the decline, even though it is the second such contraction in two reporting periods—1980 and 1981.

As John Reidy, an analyst with Drexel, Burnham & Lambert, explained, "The magnitude of the decline (in pre-tax net income) does seem rather large, but it makes sense. Basically, investors in the cable television industry look at the operating income line, and of course there's no real surprise in that number. There was a moderate drop—some three percentage points—in operating margin over the previous year, and a very healthy gain in revenues. The pre-tax line reflects what happens when you try to translate operating income into earnings when you're in a rapid building phase; you've got a lot of interest and a lot of depreciation. And it made for a large decline."

"This shouldn't raise many eyebrows," added Alan Gottesman, with L.F. Rothschild, Unterberg, Towbin, "because we're looking at an industry that is hardly mature, despite the rapid growth that it's seen over the past years. It's still in a phase where it is really growing; it's not even close to reaching its full profit potential yet."

Gottesman noted that a more revealing analysis of the industry would not stop at just a glance at pre-tax net income but would include a cash flow analysis; that is, pre-tax net income plus depreciation.

"Depreciation is not an actual out-of-pocket expense," he said. "It's a bookkeeping number. And that cash—the cash represented by depreciation—is in fact available for cable companies to use. So it's not just pre-tax net income that's important, it's also the depreciation."

FCC figures indicate that the cable industry chalked up more than $608 million in depreciation, yielding a 1981 cash flow figure of $648 million, compared with a 1980 cash flow figure of $561 million—an increase of approximately 14 percent.

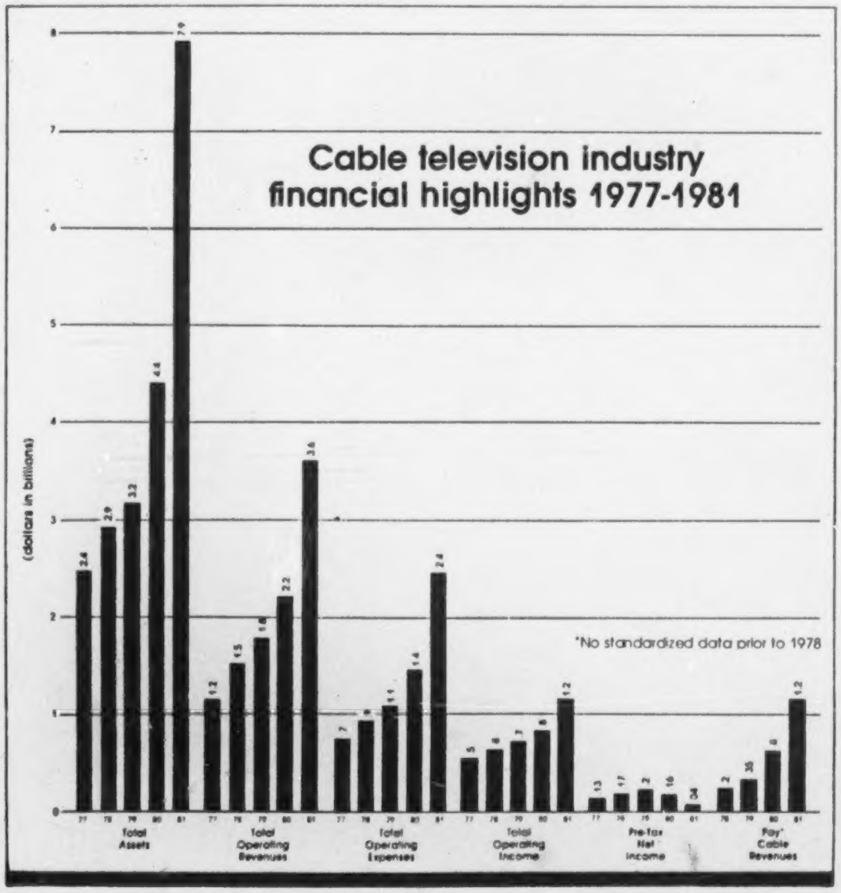
The financial figures produced by the FCC are based on filings covering 88 percent of all cable systems in the nation. The remaining 12 percent of the systems, according to the FCC, have either incomplete or inaccurate filings, or are delinquent.

On the cable industry's nationwide "consolidated balance sheet" prepared by the FCC, subscriber revenue totaled $1.956 billion, and amounted to a per subscriber annual figure for 1981 of $94.44. Pay TV revenues for the year climbed to more than a billion dollars, and split out per subscriber to a nationwide annual average of $49.74.

According to the FCC, the industry's current ratio stands at 0.4, with a pre-tax profit margin of 1.1 percent. Debt ratio is estimated at 67.9 percent, demonstrating the high degree of leverage present in the industry.

Approximately 76 percent of the cable systems in the U.S. have some form of pay TV. Pay cable services yielded revenues of $1.17 billion, or 32.6 percent of total revenues. The percentage of total revenues attributable to pay cable operations increased by 6.9 percent in 1981.

—*Gary Witt*



Rethinking Santa Monica

City assigns task force to study municipal ownership prior to renewal

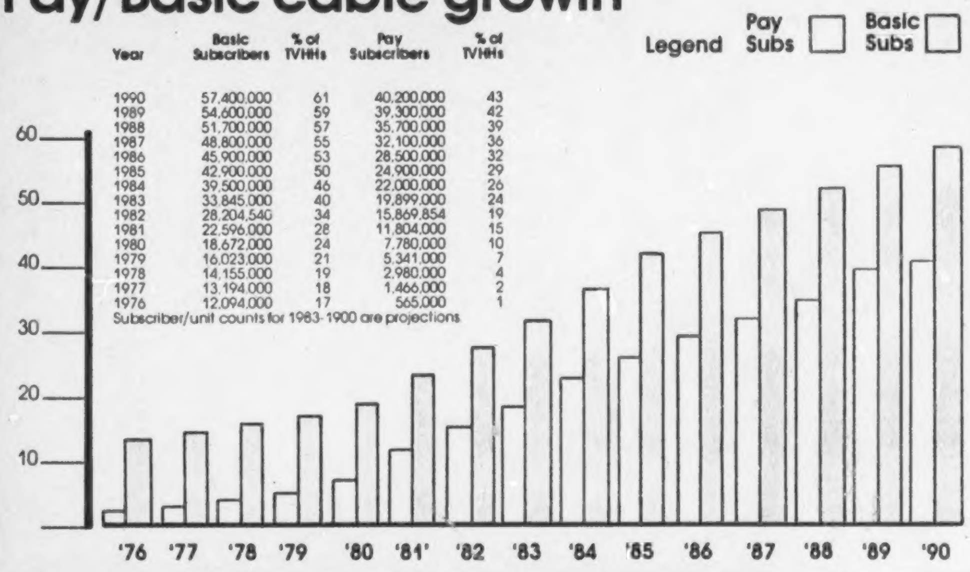
SANTA MONICA, Calif.—In what one city official here has characterized as a "broader and more intelligent" look at cable's possibilities, the City Council has allocated funds to study the feasibility of converting its cable franchise into a municipally owned or jointly held operation.

Those are two of the options that the city's soon-to-be-appointed financial analyst will consider when he begins his work this month. "The fact that we're looking at broad (ownership) options doesn't mean that we're leaning toward anything," according to Wally Siembab, advisor to the city manager in cable communications. "But the fact that we are looking is itself a statement."

Santa Monica recently set up an *ad hoc*

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections

Cable barometer

Television households (TVHH)	83,400,000
Homes passed by cable (HP)	49,963,332
Percent of TVHH passed by cable	59.9%
Basic cable subscribers	28,623,377
Percent of TVHH with basic cable	34.3%
Percent of HP with basic cable	57.3%
Pay cable units	16,300,000
Percent of TVHH with pay cable	19.5%
Percent of HP with pay cable	32.6%
Percent of basic subs with pay cable	56.9%

Figures are as of February 1983

Franchising calendar

This chart examines the franchise status of communities during the fourth quarter of 1982 and beginning of 1983. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Arizona
Apache Junction—beginning franchise process, expect selection of cable consultant by 4/83 (8,000 homes).
South Tucson—awarded to Cox Cable 10/82.

California
Bellflower—awarded to Communicom Inc. 11/82.
Claremont—RFP issued, proposals due 4/29/83
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes).
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 5/83 (166,000 homes).
East Yolo—developing enabling ordinance; RFP expected by early summer 1983.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Lomita—preliminary award to Colony Communications (8,137 homes).
Los Altos—expect RFP to be issued 6/83.
Los Angeles (South Central Region)—award expected 6/83 (180,000 homes).
Palo Alto—expect RFP to be issued 5/15/83 (22,000 homes)
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—RFP issued 1/83; proposals due 4/15/83 (12,000 homes).
San Fernando—final agreement signed with Valley Cable 1/83.
South Monrovia—preliminary award to Falcon Communications; final award expected 4/83 (5,450 homes).
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83.
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected 4/83 (43,000 homes).
West Covina—proposals received from Falcon Communications and United Cable; award expectert by 5/83 (28,000 homes).

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes).
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83.

Connecticut
Enfield, Hartland, East Grandy, Suffield, Windsor Locks, East Windsor, Somers, Stafford, and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes).
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natcnaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983.
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,551 homes)

District of Columbia
RFP to be released mid-summer 1983.

Florida
Tierre Verde—preliminary award to Centel; final award expected by 6/83 (2,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—awarded to Centel Communications 11/82.
Bensenville—awarded to Continental Cablevision 11/82.
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes).
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); final awards expected 4/83.
Countryside—preliminary award to Cablevision of Chicago (2,200 homes).
Downer's Grove, Darien, Woodridge, Lisle (uninc. DuPage County areas)—re-opened bids 1/31/83; proposals due 4/29/83 (11,900 homes).
Elmwood Park—REP expected 5/83 (9,500 homes).
Glen Ellyn (uninc. DuPage County areas)—negotiating with Group W Cable; award expected by 4/83 (3,100 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 8/83.
LaGrange, LaGrange Park, Indian Head Park, Riverside—award to Centel 10/82 (15,000 homes).
Lombard, Oakbrook Terrace, Elmhurst (uninc. DuPage County areas)—awarded to Continental Cablevision 10/82.
Naperville—preliminary award to Centel 12/82 (17,500 homes).
Northbrook—award to Cablenet Inc. 10/15/82.
South Holland—final award to Multimedia expected 3/21/83 (7,400 homes).
Villa Park—Continental and Multimedia have submitted proposals; award expected 4/83 (7,100 homes).
Westmont—final award to Continental Cablevision expected 3/31/83 (10,000 homes).
Wheaton—RFP issued; proposals due 6/1/83.
Winnetka—decision to have cable has been postponed.

Indiana
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies.
Munster—awarded to U.S. Cable 12/82.

Kentucky
Danville—RFP issued; proposals due 4/8/83.
Greenville, Central City, Muhlenburg County—proposals due 4/18/83.
Hazel, Puryear—award to Galaxy Cablevision 12/82.
Wingo—award to Galaxy Cablevision 2/83 (300 homes).

Maine
Harpswell—preliminary award to Video Vision 12/82; final award expected 5/83 (2,800 homes).
Hermon—RFP issued; proposals due 4/15/83.

Maryland
Baltimore—award to Caltec Cablevision 2/23/83 (302,000 homes).
Carroll County—RFP issued; deadline for proposals 6/1/83 (30,000 homes).
Chestertown—award to CATV General 2/83 (1,800 homes).
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—awarded to Campbell Communications 10/82.
Ashland—award expected 4/83 (3,082 homes).
Ayer—awarded to Nashoba Communications Inc. 11/82.
Bourne—award to Campbell Communications 12/6/82.
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Hamilton, Wenham—RFP issued; proposals due 3/30/83.
Hingham—pending (6,323 homes).
Holliston—restarting franchise process (3,922 homes).
Hull—award to American Cablesystems 1/10/83 (4,800 homes).
Lancaster—pending (1,867 homes).
Medway—final award to Cablevision Industries expected 4/83 (2,500 homes).
Nahant—pending; Warner Amex sole bidder (1,433 homes).
Needham—final award to Continental expected by 4/1/83 (5,000 homes).
Norfolk—RFP issued; proposals due 6/1/83 (1,800 homes).
Northborough—award to Greater Media 1/10/83 (3,334 homes).
Norwell—award to American Cablesystems 3/83 (2,760 homes).
Pembroke—award to Campbell Communications 11/1/82 (4,264 homes).
Randolph—awarded to American Cablesystems 11/82 (9,800 homes).
Rockland—award to Campbell Communications 11/22/82 (5,005 homes).
Rowley—pending (1,318 homes).
Townsend—pending (2,306 homes).
Walpole—award expected 4/83 (5,676 homes).
Waltham—award expected 4/83.
Wellesley—award expected 4/83.
Westborough—award to Greater Media 1/18/83.
West Bridgewater—pending.
Whitman—awarded to Continental Cablevision 10/82.
Wrentham—awarded to Massachusetts Cablevision Systems Inc. 12/7/82.

Michigan
Bloomfield Township, Bloomfield Hills—proposals received from Booth Communications, Bloomfield Communications and United Tribune; award expected 4/83 (15,000 homes).
Clarkston—preliminary award to Tribune Cable Communications and Multi-Cablevision 2/83; final award expected 4/83 (7,200 homes).
Dearborn Heights—proposals received from Continental, Group W, MacLean Hunter, Harron and Bordun; award expected 4/12/83 (23,000 homes).
Livonia—preliminary award to MetroVision, final award expected by 6/83 (33,000 homes).

Cable stats

Marquette—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision.
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes).
Romeo—preliminary award to Harron; (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—only proposal from Bloomfield Communications; deadline for proposals extended until 3/31/83 (16,437 homes).
West Oakland County Cable Group (Milford Village, Walled Lake, Wixsom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—proposals received from Com-Star, Greater Media and Associates of Bloomfield; award expected 5/83 (32,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—award expected 6/83 (6,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—proposals due 4/1/83 (2,568 homes).
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award expected 6/83.
Burnsville, Eagan—award expected 6/83 (12,849 homes).
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—see Long Lake.
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—new RFP issued; proposals due 4/23/83.
Grand Marais—RFP issued; proposals due 5/11/83.
Long Lake, Medina, Minnetonka Beach, Orono (Lake Minnetonka Cable Commission)—working in conjunction with Deephaven, et. al., and Minnetrista, et. al., on needs assessment.
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes).
Minnetrista, Spring Park, St. Bonifacius—see Long Lake.
Mound—award expected by 5/83 (3,600 homes).
Northfield City and Township—award expected 5/13/83.
North St. Paul—preliminary award to Group W; final award expected 4/83.
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes).
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti; Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82.
Prior Lake—award expected 4/83 (2,560 homes).
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes).
St. James—award expected 4/83 (1,820 homes).
St. Paul—award expected 6/83 (111,000 homes).
Savage—assessing needs for cable.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—only proposal from Telephone and Data Systems; award expected 5/83 (6,000 homes).
Wayzata—preparing new RFP; expect to re-issue 4/83.
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—RFP issued; deadline for proposals 6/13/83.
Windom—City Council will decide nature of cable franchise ownership by 5/83 (1,600 homes).

Missouri
Crocker—award to Comm Management 12/82 (450 homes).
Forsyth—award to Ozark Summit Cable 11/82.
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83.
Higbee—award to Comm Management 1/83 (330 homes).
Iberia—award to Comm Management 10/82 (325 homes).
St. Louis—re-issued RFP; proposals due 6/27/83 (178,000 homes).

New Hampshire
Atkinson—final award to Harron Communications expected 4/83 (1,500 homes).
Hampstead—award to Rockingham County Cablevision expected 3/83 (1,500 homes).
Sandown—RFP issued, no responses received.
Windham—proposals received from Harron Communications and Continental Cablevision; award expected 4/83 (2,000 homes).
Wolfeboro—RFP issued; proposals due 5/6/83.

New Jersey
Franklin Lakes—award to Rural Cable Service 10/82 (2,500 homes).
Jersey City—halt on issuance of RFP pending resolution of legal action.
Patterson—administrative law judge has made recommendation to PUC; award expected 4/83.
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82.

New York
Beekman—RFP issued; proposals due 3/31/83.
Cherry Valley—proposals submitted by NewChannels and Schoharie; award expected 4/83 (250 homes).
Honeoye—Cablevision Industries and Honeoye Cable submitted proposals, award expected 4/5/83 (500 homes).
New York City—preliminary agreement reached for outer boroughs; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
Union Vale—RFP issued; proposals due 3/31/83.

North Carolina
Edgecombe County—award to Tar River Cable Television expected 4/5/83 (4,000 homes).
Glen Alpine—beginning process of acquiring cable (300 homes).
Harnett County—award to Univision Cable Systems 2/83.
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes).

Jackson—have begun work on cable ordinance (400 homes).

Ohio
Arcadia—award to Continental Cablevision 1/83 (300 homes).
Ashley—award to ACT Cable 1/83 (420 homes).
Batavia Township—award expected by 6/83 (4,000 homes).
Bloomville—award to Telenational Communications 10/82 (400 homes).
Brooklyn—municipal ownership under consideration; decision expected 4/83 (4,000 homes).
Chardon Township—award to Cablevision of Geauga County 9/82 (1,200 homes).
Cleveland—city still deliberating municipal versus private ownership.
Cuyahoga Heights—award to Space Cable of Ohio 12/82 (300 homes).
Forest—award to Telenational Communications 11/82 (650 homes).
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes).
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes).
Holgate—award to Northern Ohio CATV Associates 10/82 (500 homes).
Loudonville—award to Ashland County Cable Service 10/82 (1,200 homes).
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes).
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes).
Quincy—received proposal from Midwest Communications (250 homes).
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes).
South Charleston—award to Quality Cable Services of Grove City 12/82 (600 homes).

Oregon
Canby—only Canby Telephone Association made proposal; award expected by 4/83 (2,500 homes).
Cottage Grove—expect to issue RFP by 8/83 (2,500 homes).
Dunthrope—proposals received from Liberty Communications and Cable Systems; award expected 6/83 (600 homes).
East Multnomah County—negotiating with Rogers UA Cablesystems; award expected 5/83 (80,000 homes).
McMinnville—awarded to Liberty Communications 12/82.
Milwaukie—negotiating with Tribune Cable; award expected 4/83 (7,500 homes).
Sylvan, West Hills, Dunthrope—only proposal from Liberty Communications; award expected 6/83 (600 homes).

Pennsylvania
Philadelphia—eleven bids for four franchise areas submitted by eight companies: Wade Communications, Cablevision Systems, Collins Cablevision, Cox Cable, Independence Cablevision, Times Mirror Cablevision, Comcast Communications and Philadelphia Inner City Cablesystems; award expected 12/83.

Rhode Island
Newport—hearings on proposals to be completed by 5/83; final award subject to resolution of pending lawsuit (29,500 homes).

Tennessee
Brentwood—award to Metro Cablevision 2/14/83.
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes).
Mosheim—award to Mosheim Cablevision 2/83 (500 homes).
Whiteville—award to Tri-County Cable TV 11/82 (400 homes).

Texas
Azle—expect to issue RFP 6/83 (2,900 homes).
Plano—proposals received from Group W, Storer and TeleCable; award expected 4/83 (25,000 homes).
Richardson—award to TeleCable 3/83 (23,082 homes).

Virginia
Dinwiddie County—Crater General Communications submitted only proposal.
Fairfax City—Media General of Fairfax County sole bidder; award expected by 5/83.
Goochland County—award to Continental Cablevision 2/83.
Hanover County—only Continental Cablevision submitted proposal; preliminary award expected 5/83.
Loudon County—studying Storer and Cable Communications proposals; award expected 4/83 (11,500 homes).
Manassas—RFP expected to be issued by 6/83.
Manassas Park—preliminary award to Pinebelt Cable (1,931 homes).

Washington
Battle Ground—proposals received from Cox Cable and Telenational Communications; consultant recommendation expected 4/83 (1,000 homes).
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected 5/83 (5,000 homes).
Seattle, Central District—final award to Seattle Community Cablevision 2/83 (12,000 homes).
South Prairie—award to Cable TV Puget Sound 10/82.

Wisconsin
Alma Center—award to Western Wisconsin Communications Cooperative 12/82 (175 homes).
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes).
Hixton—award to Western Wisconsin Communications Cooperative 2/83 (150 homes).
Hudson, North Hudson, River Falls—RFP issued, proposals due 3/31/83.
Hustisford—interest from Cable Communications (350 homes).
Johnson Creek—have adopted cable ordinance and waiting for proposals (400 homes).
Kenosha—Total TV given first negotiation rights, award expected 4/83 (29,500 homes).
Merrillan—award to Western Wisconsin Communications Cooperative 12/82 (200 homes).
Milwaukee—final franchise agreement with Warner Amex under negotiation.
Seymour—award to Seymour Cablevision 11/82.
Spring Green, Plain, Arena, Lone Rock, Township of Spring Green—proposals due 4/1/83 (1,750 homes).
Waterford—started work on ordinance 1/83 (600 homes).

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N); 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N.S.E.W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	OP
7.	Detroit	FP
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	five systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP.
15.	Minneapolis/St. Paul	FG/BP
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/ St. Petersburg	FG/OP
19.	Denver	FG
20.	Baltimore	FG
21.	Sacramento/ Stockton	FG/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Two systems-OP
25.	Hartford/ New Haven	Two systems-OP
26	Cincinnati	OP
27.	San Diego	OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33.	Providence/ New Bedford	LNA/OP
34	Orlando/ Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/ Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/ Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

RICHARD GILMAN

- CAB: Finding the formula that sells ads
- Ed Fritts: NAB chief's priorities for the '80s
- How Portland launched 10 local channels
- Dutch seek American manufacturing might

Special Report Videotex/Teletext

CableVision™

The news and features weekly of the c

April 18, 1983 $3.00

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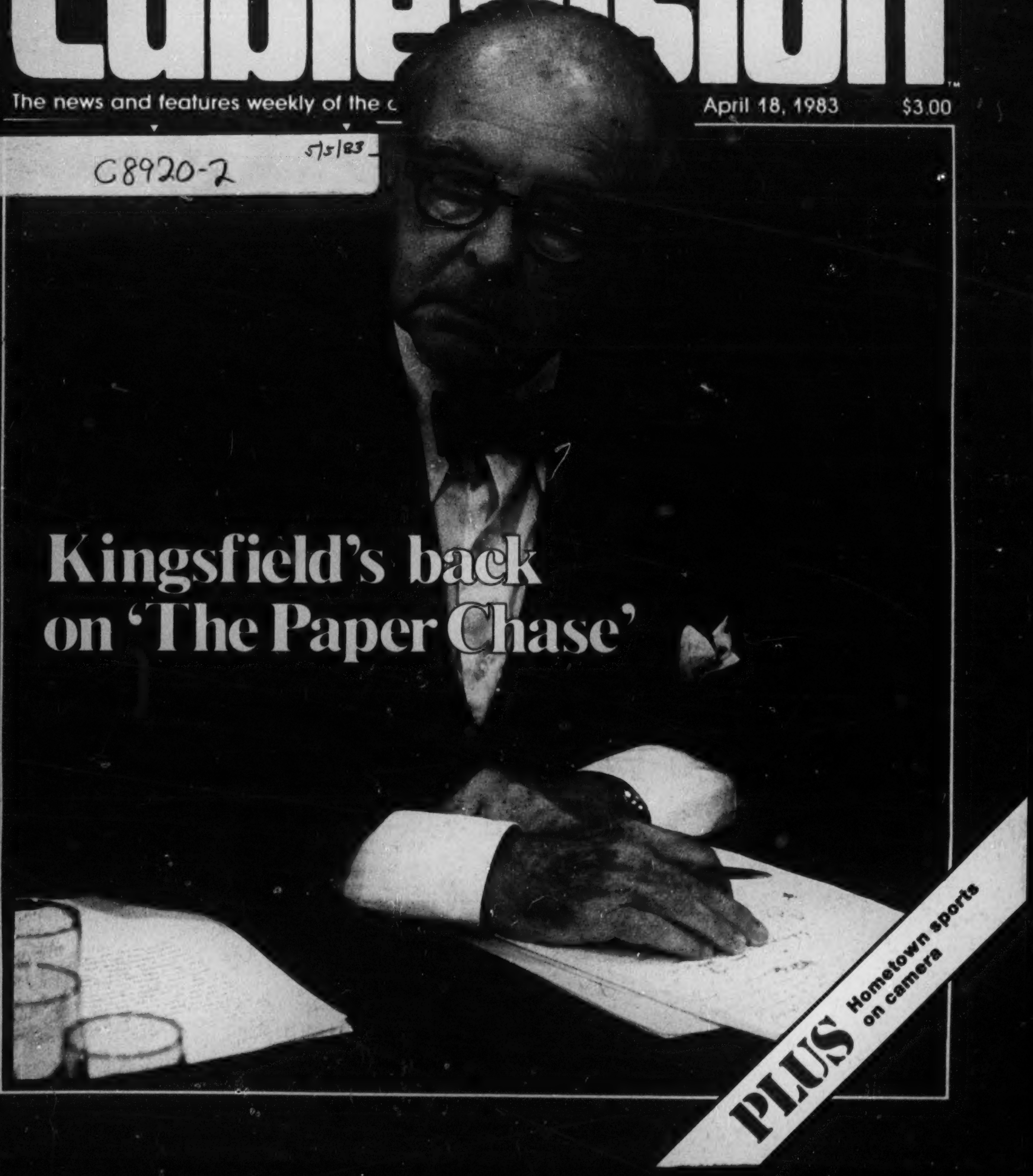

Kingsfield's back on 'The Paper Chase'

PLUS Hometown sports on camera

CableVision

April 18, 1983. Volume 8, Number 32

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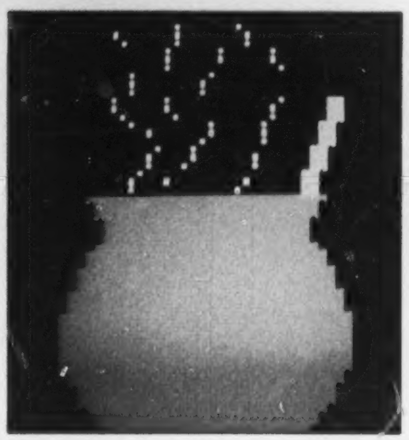


Testing the waters

According to a newsletter published by Arlen Communications, there are over 60 videotex or teletext tests being conducted in 11 countries, the U.S. alone accounting for 31. In our special report this week, Associate Editor David Stoller examines the videotex/teletext marketplace and reports on its progress to date. **Page 110.**

CAB calls for more research

The Cabletelevision Advertising Bureau's second annual conference addressed the problems of declining network shares and continued its call for more research. **Leading the week, pages 15-20.**

Dutch 'kabel'

The Netherlands is trying to attract American manufacturers for a $20 million two-way cable television test project. If successful, two-way cable will spread throughout the country. **Leading the week, pages 15-20.**

ESPN's good news

ESPN, highly pleased with the results of its special Nielsen ratings data, is mounting a major advertising campaign to alert both sponsors and agencies of their good news. **Leading the week, pages 15-20.**

Exploring economics

A Paul Kagan seminar held April 7 at the Park Lane Hotel in New York, explored "The Economics of Cable TV." **Leading the week, pages 15-20.**

Reaching 'untouchables'

Home Box Office is developing direct market campaigns to reach the 'untouchables.' **Leading the week, pages 15-20.**

Subscriber's choice

In May, Rollins Cablevision of Wilmington, Del., will be sending its subscribers a ballot listing 10 possible programming services and ask them to cast a vote on the one they'd most like to see added to their system. Rollins' "subscriber preference poll" signals the beginning of what could be called participatory cable scheduling. **Page 22.**

Dueling banjo music

Country Music Television does not see itself as competition for either The Nashville Network or MTV, but rather as a complementary service. **Page 22.**

Leaps of faith

At last week's Cabletelevision Advertising Bureau's annual conference, the consensus that emerged from one panel was that without firm viewership statistics, local cable systems would have to convince advertisers to "take a leap of faith" in the relatively new ad medium. **Page 27.**

Cablevision departs Spotlight

When the Spotlight programming service recently reorganized, Cablevision Systems—with 10 percent minority interest—chose not to remain in the venture. **Page 33.**

Something for everyone

Spurred on by rigorous local origination franchise requirements, Rogers Cablesystems in Portland, Ore., has launched 10 channels that seem to have something for almost every member of the community. **Page 37.**

Fritts' first shows promise

On the eve of his first convention as president of the NAB, Edward Fritts talked with *CableVision* about broadcasters' place among the new television technologies. **Page 127.**

About the cover

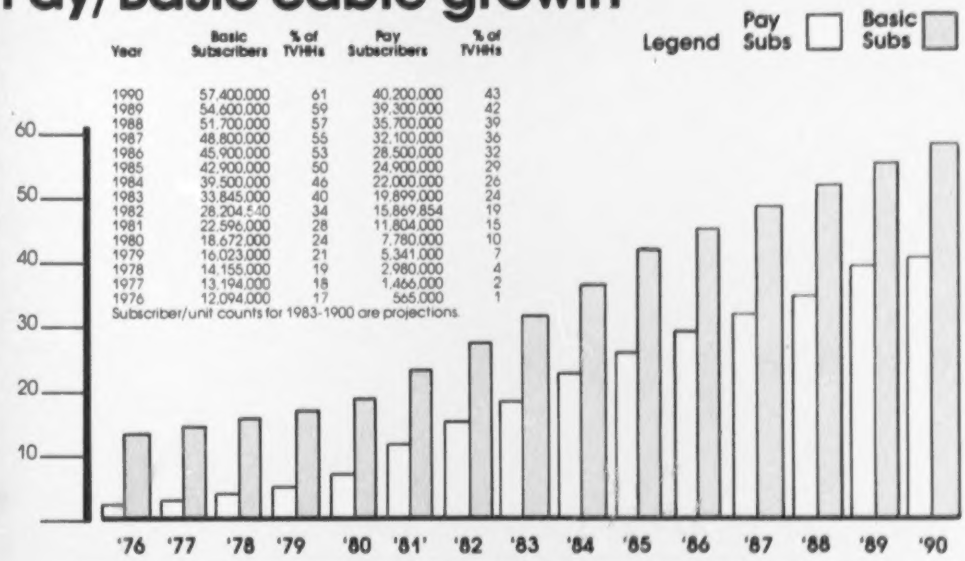
This month, Showtime will premiere *The Paper Chase—The Second Year*, starring John Houseman. The story appears in *CableVision Plus* on page 48. Photo courtesy of Showtime and 20th Century-Fox.

This week in PLUS

Professor Kingsfield recommences class this month on Showtime. The pay reincarnation of *The Paper Chase* features the same cast and will differ only slightly from its previous network life. There's more freedom in the production; Lynn Roth, the show's producer, says that will show up more in the frequency of eight- and 10-letter words than in that of four-letter words. . . The LO sports connection is an important one to make. Everybody turns out to watch the home team. Systems are airing everything from Little League to high school to college to professional sports. The approaches are different, but the results are the same: a happier subscriber base. Pages 45-104.

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.

Cable barometer

Television households (TVHH)	83,400,000
Homes passed by cable (HP)	49,963,332
Percent of TVHH passed by cable	59.9%
Basic cable subscribers	28,623,377
Percent of TVHH with basic cable	34.3%
Percent of HP with basic cable	57.3%
Pay cable units	16,300,000
Percent of TVHH with pay cable	19.5%
Percent of HP with pay cable	32.6%
Percent of basic subs with pay cable	56.9%

Figures are as of February 1983

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
C-SPAN	19
Cable Health Network	17
Cabletext	6
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West	23
Daytime	22
Dow Jones Cable News	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN Plus	16
Lifestyle (United Video)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon/ARTS	1
PTL	2
Reuters News View	18
(SSS)	6
SCAN	6
Spotlight (Times Mirror)	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News	6
UPI Customized Cable News	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
BIZNET (Department of Commerce)	15
Bravo	6
The Entertainment Channel	8
EROS (evenings)	2
Financial News Network (daytime)	2
GalaVision	23
Genesis	12
HBO (Time Inc. Teletext)	18
National Christian Network (daytime)	7
Playboy Channel (evenings)	7
SIN	1
SPN	3
Trinity (KTBN)	17

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Projected launched April 1983
Satcom II-R—Projected launch December 1983

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network newsfeeds	8X
Hughes Television Network	1D, 1X
SelecTV (Wold Communications)	9X
Wold Communications	6D

Westar V (Western Union)	**Transponder**
AmSat/DCM	7D
BET	12X
Citicorp	3D, 10D
Daytime	12X
Digital Communications Corp.	11X
The Disney Channel	5X, 6X
Group W Satellite Corp. (East)	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel I	
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Satellite News Channel II	8D
UTV Cable Network	2X
WOR	2D

Galaxy I (Hughes Communications)—Projected launch June 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder holder.

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc [5]	2,255,000 (12/82)
2	American Television and Communications Corp	2,104,705 (12/82)
3	Group W Cable	1,876,991
4	Cox Cable Communications Inc	1,303,744 (1/83)
5	Warner Amex Cable Communications Inc	1,240,500
6	Storer Cable Communications	1,163,187 (12/82)
7	Times Mirror Cable Television	807,348
8	Rogers UA Cablesystems	733,225
9	Newhouse Broadcasting [2]	703,042
10	Continental Cablevision	641,000
11	Viacom Cablevision	630,255
12	United Cable Television Corp	552,027
13	Sammons Communications Inc	536,447 (3/83)
14	TeleCable Corp	389,836
15	Capital Cities Cable Inc	314,283 (11/82)
16	General Electric Cablevision	309,600 (3/83)
17	Cablevision Systems Development	300,000
18	Comcast Cable Communications	290,000
19	Heritage Communications Group	283,515
20	Liberty Communications	256,000
21	Jones Intercable Inc	244,703 (3/83)
22	Wometco Communications	238,942 (3/83)
23	Tele-Media	223,600 (12/82)
24	TCA Group	216,010
25	Daniels & Associates Inc	206,000
26	Multimedia Cablevision Inc [1]	201,246 (3/83)
27	Maclean Hunter Cable TV Ltd	195,964
28	Service Electric Cable TV Inc	189,500 (12/82)
29	Century Communications Corp	183,000 (12/82)
30	Colony Communications Inc	166,412
31	Contel Cable Television	155,545 (3/83)
32	Western Communications	153,095 (3/83)
33	Prime Cable Corp	146,037
34	Harris Cable Corp	140,600 (12/82)
35	Rollins Cable Vue Inc	134,000
36	Tribune Cable Communications	133,748 (3/83)
37	Sutton Capital Group [3]	120,409
38	Communications Service Inc	117,229 (12/82)
39	Midwest Video Corp	114,615 (12/81)
40	Cable America	112,657
41	Harron Communications Corp	109,734
42	Cable Vision Industries	106,451
43	Midcontinent Cable Systems [4]	101,968 (12/82)
44	McCaw Communications	101,500 (12/82)
45	Adams Russell Telecommunications	97,644
46	Buckeye Cablevision	97,510
47	American Cablesystems Inc	95,030
48	Communications Systems Inc	91,911
49	Armstrong Utilities	87,628
50	Cablentertainment Inc	86,812 (1/83)
51	Multi Channel TV Cable Co	84,000 (9/82)
52	Televents Inc	83,008
53	Southmedia Co	82,246
54	McDonald Group	82,072 (12/82)
55	Buford Television	76,652 (7/82)
56	Perry Cable TV Corp	75,616
57	King Videocable Co	75,058
58	Summit Communications	73,569
59	Palmer Communications Inc	73,438
60	U.S. Cable Corp	70,000
61	McClatchy Newspapers	69,692
62	National Telecommunications Co	67,500 (12/82)
63	The Essex Group	67,446 (1/83)
64	Ultracom, Inc	67,000
65	WEHCO Video Inc	66,859
66	Acton Corporation	65,000 (3/83)
67	American Cable Television Inc	62,477
68	Booth Communications	61,800
69	Omega Communications	60,000 (12/82)
70	Joseph Gans	59,000
71	Omni Cable TV Corp	57,277
72	Consolidated Cable Systems	57,089
73	Harte Hanks Communications	56,854
74	Pencor Services Inc	56,853 (12/82)
75	Total TV Inc	56,217 (1/83)
76	Marsh Media	51,299
77	Wabash Cablevision	50,700 (3/83)
78	Falcon Communications	50,000 (9/82)
79	The Daily Press	49,000
80	Clear TV Cable Corp	47,532 (10/82)
81	Lenfest Group	45,801 (12/82)
82	Selkirk Communications	45,574
83	Sonic Cable TV	45,444 (3/83)
84	Adelphia Communications	44,339
85	Greater Media	43,500
86	Susquehanna Broadcasting	41,350
87	National Cablesystems Inc	39,713
88	Hellicon Corporation	36,431
89	Matrix Enterprises	35,890
90	Combined Cable Corp	35,000
91	Jim R. Smith & Co	33,087
92	United Video Management	32,000
93	Cable Holding Inc	31,000
94	United Broadcasting Co	30,000 (3/83)
95	MultiVision Group	30,000 (3/83)
96	Southern Cablevision	29,138 (8/82)
97	Mid America Media	27,903 (1/83)
98	Mickelson Media	26,958
99	Cable Communications of Iowa	26,483 (9/82)
100	Whitney Communications Corp	25,452

[1] Number is a company estimate
[2] Includes MetroVision, NewChannels, Vision Cable
[3] Includes Tar River Communications
[4] Includes systems owned and with controlling interest
[5] Includes owned and partially owned systems

Note: All subscriber counts are as of 2/83 unless noted otherwise

Top 100 systems

Rank	Location	Operator	Basic Subs
1	San Diego, Calif	Cox Cable	221,585 (12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	187,000
3	Manhattan, N.Y	ATC	169,250 (12/82)
4	Houston, Texas	Warner Amex	157,000
5	San Antonio, Texas	Rogers UA	154,090
6	West Orange, N.J	Maclean Hunter	146,983
7	Wayne, N.J	Rogers UA	117,417
8	Tulsa, Okla	United Cable	104,583
9	Audubon, N.J	NYT Cable	100,248
10	Erie County, N.Y	Prime Cable	99,337 (3/83)
11	Austin, Texas	ATC	97,300 (12/82)
12	San Jose, Calif	Gill Industries	94,000
13	Tidewater, Va	Cox Cable	91,393 (12/82)
14	Cincinatti, Ohio	Warner Amex	88,000
15	Central Islip, (Long Island) N.Y	Viacom	85,401
16	Baltimore County, Md	Caltec Cable	84,763
17	Seattle, Wash	Group W Cable	84,455
18	Jefferson Parish/Kenner, La	Cox Cable	82,962 (12/82)
19	Orlando, Fla	ATC	82,550 (12/82)
20	Toledo, Ohio	Buckeye Cablevision	78,811
21	Manhattan, N.Y	Group W Cable	78,329
22	Memphis, Tenn	ATC	78,025 (12/82)
23	Grand Rapids, Mich	General Electric	75,600 (3/83)
24	Honolulu, Hawaii	ATC	73,650 (12/82)
25	Wilmington, Del	Rollins Cable	73,000
26	Jacksonville, Fla	ATC	72,975 (12/82)
27	San Diego, Calif	ATC	72,350 (12/82)
28	Wichita, Kan	Multimedia Cable	70,108 (3/83)
29	San Francisco, Calif	Viacom	67,908
30	Baton Rouge, La	Daniels	67,000
31	Pittsburgh, Pa	Warner Amex	65,400
32	Greater San Juan Puerto Rico	Harris Cable	64,110 (12/82)
33	Flint, Mich	Comcast	64,000
34	Englewood, Colo	United Cable	62,543
35	Suburban Rochester, N.Y	People's Cable	61,607
36	Columbus, Ohio	Warner Amex	61,000
37	Seattle, Wash	Viacom	59,872
38	Buffalo, N.Y	Minneapolis Star	59,277
39	Monterey, Calif	Western	59,031 (3/83)
40	Melbourne, Fla	ATC	58,925 (12/82)
41	Santa Monica, Calif	Group W Cable	56,321
42	Santa Barbara, Calif	Cox Cable	56,167 (12/82)
43	Snohomish County, Wash	Viacom	55,717
44	Jefferson County, Ky	Storer	55,519
45	Akron, Ohio	Warner Amex	55,000
46	Allentown, Pa	Twin County Cable [1]	55,000 (1/83)
47	El Paso, Texas	Group W Cable	54,664
48	Harrisburg, Pa	Sammons Comm	54,276 (3/83)
49	Columbus, Ohio	Coaxial Comm	54,200
50	Tacoma, Wash	Cable TV of Puget Sound	53,795 (3/83)
51	Dade/Broward counties, Fla	Storer	53,257
52	Pompano Beach, Fla	American Cable TV	53,064
53	Boston Complex, Mass	Warner Amex	53,000
54	Louisville, Ky	Times Mirror	52,938
55	Binghamton, N.Y	NewChannels	52,786
56	Charlotte, N.C	ATC	52,350 (12/82)
57	Sarasota, Fla	Storer	52,017
58	Kansas City, Mo	ATC	51,525 (12/82)
59	Des Moines, Iowa	Heritage	51,295
60	Allentown, Pa	Service Electric	51,000 (12/82)
61	Dallas Complex, Texas	Warner Amex	50,800
62	Canton, Ohio	Warner Amex	50,400
63	San Diego County, Calif	Times Mirror	49,759
64	New Haven, Conn	Storer	49,620
65	Hartford, Conn	Times Mirror	49,392
66	St. Petersburg, Fla	Group W Cable	49,154
67	Cleveland, Ohio	Viacom	46,946
68	Charleston, S.C	Storer	48,561
69	Reading, Pa	ATC	47,900 (12/82)
70	Phoenix, Ariz	American Cable Television	47,523 (1/83)
71	San Rafael/Marin County, Calif	Viacom	47,196
72	Peoria, Ill	General Electric	47,000 (3/83)
73	Indianapolis, Ind	Wabash Cablevision	47,000 (3/83)
74	Chattanooga, Tenn	South Media	46,750
75	Jackson, Miss	ATC	45,850 (12/82)
76	New Britain, Conn	United Cable	45,708
77	Shreveport, La	ATC	45,700 (12/82)
78	Eugene, Ore	Group W Cable	45,678
79	Port Arthur, Texas	Liberty	45,447
80	Albany, N.Y	ATC	44,525 (12/82)
81	Omaha, Neb	Cox Cable	44,275 (12/82)
82	Bridgeport, Conn	Southern Conn. Cable	43,951
83	Moline/Quint Cities, Ill	Cox Cable	43,834 (12/82)
84	Oklahoma City, Okla	Cox Cable	43,793 (12/82)
85	Scranton, Pa	Verto Cable TV	43,750
86	Bakersfield/Kern Co., Calif	Warner Amex	43,400
87	Overland Park, Kan	TeleCable	43,385
88	Spokane, Wash	Cox Cable	43,257 (12/82)
89	Westchester County, N.Y	Rogers UA	43,130
90	Birmingham, Ala	ATC	42,950 (12/82)
91	Atlanta, Ga	Cable America	42,633
92	Lincoln, Neb	MetroVision	42,527
93	Winston-Salem, N.C	Summit Communications	42,353
94	Lansing, Mich	Continental	42,300
95	Brookhaven (Long Island), N.Y	Rogers UA	41,883
96	DeKalb County, Ga	Cable America	41,658
97	Albuquerque, N.M	Tribune Cable	51,575 (3/83)
98	Concord, Calif	Western	41,488 (3/83)
99	Branford, Conn	Rollins Cable	41,300
100	Rockford, Ill	R.R. Donnelley & Sons	41,091

☐ NAB attendees urged to seize initiatives
☐ Broadcast study notes viewer enthusiasm down
☐ Major league baseball explores cable network
☐ Group W's "Wonderful" new ad campaign

CableVision™

The news and features weekly of le television industry April 25, 1983 $3.00

C8420-2 5/5/83

DISNEY'S DREAM COMES TRUE

PLUS A lobbyist's life

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CableVision

April 25, 1983. Volume 8, Number 33

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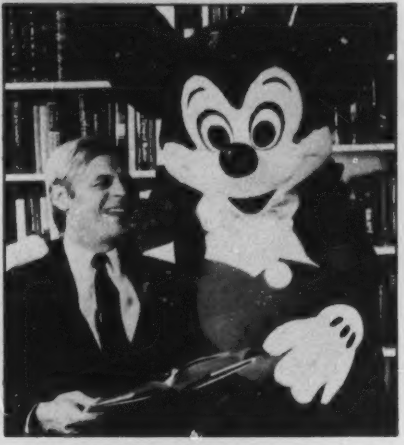


Disney's dream comes true

The Disney Channel will begin its 16-hours-a-day programming service April 18 with a set of statistics that most other program neophytes would envy. Four hundred systems representing 5 million basic cable subscribers already are affiliated with the channel. **Page 21.**

NAB convention coverage

In an era of deregulation, broadcasters talk about seizing new opportunities. **Leading the week, pages 14-18.**

Baseball talk

Major League Baseball talks about forming a cable network, reportedly in conjunction with NBC and ABC; but any firm plans appear to be some years off. **Leading the week, pages 14-18.**

Theft crackdown

As part of an ongoing campaign against theft of cable services, three Storer Cable Communications systems in Flordia recently filed lawsuits against alleged sellers of unauthorized equipment. **Leading the week, pages 14-18.**

Senate TV debate

Senate Rules Committee hearings on a proposal to provide television and radio coverage of Senate floor proceedings once again brought out longtime proponents and opponents. **Leading the week, pages 14-18.**

New York, New York

New York state cable television agencies convene to discuss regulatory issues. **Leading the week, pages 14-18.**

Going public

Cable industry observers react to the Tribune Co.'s move to "go public." **Leading the week, pages 14-18.**

Ready to make a move

While The Entertainment Channel decides its fate, one supplier of programming to the now defunct pay service is making contingency plans of its own for *Animal Express* and *Just For Fun.* **Page 37.**

Must-carry momentum

Legislators on hand for last week's NAB convention seemed more determined than ever to achieve passage of must-carry, copyright and other television-related legislation as quickly as possible. **Page 69.**

High tech and high touch

The NAB last week released a major study showing a significant drop in audience enthusiasm for broadcast television programming that has little to do with the impact of cable and other video technologies. **Page 72.**

ATC disputes challenge

In a refranchising battle being watched closely by the industry, incumbent ATC is questioning challenger Future Cable Communications' level of experience. **Page 74.**

The miracle of Multnomah

Officials in Multnomah County, Ore., award franchise to Rogers Cablesystems, giving the MSO a regional cluster of 200,000 homes passed. **Page 74.**

All about nameonics

Group W's ad agency Jordan, Case & McGrath reveals the novel technique behind a new ad campaign. **Page 83.**

About the cover

April 18 marked the day The Disney Channel arrived on cable. On hand for the debut were some 25,000 advanced subscribers and 5 million potential homes—a propitious beginning for the latest entry in the pay cable network sweepstakes. For story see "Programming," page 21.

This week in PLUS

State cable associations and their lobbyists are making themselves seen and heard in the state houses these days. They're not there to arm-twist, but to make the industry's needs known. Just letting legislators know how a theft of service or a rate regulation bill will affect cable makes a difference. . . The life of a resort system manager is not all surfing and skiing. It's dealing with outages caused by construction crews, it's finding pedestals buried under 7 feet of snow, it's repairing cable downed by hurricanes, and it's marketing a tough audience. But, of course, there is some surfing and skiing too, so the managers don't really seem to mind. Pages 45-68.

National cable advertising

This chart lists national advertising sales by the basic cable networks during March 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (N)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (N)
*University of Texas Press (N)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coast Guard (R)
Coca Cola (R)
Eastman Kodak (R)
Ford (R)
General Mills (R)
HBO (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Pillsbury (R)
Sears (R)
Time/Life (R)
U.S. Army (R)
Westinghouse (R)
Wrigley (R)

C-SPAN 1
American Postal Workers Union (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
Abu/Garcia Co. (R)
Beard-Poulan (N)
Bendix (Fram) (N)
Carter-Wallace (R)
Dacus Inc. (R)
Eastman Kodak (R)
Harlequin Enterprises (N)
Hunt-Wesson (R)
Lehn & Fink Products (R)
Rubbermaid (N)

Cable Health Network
Allied Corp. (R)
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler Corp. (R)
Coca Cola (Taylor Wines) (N)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
J.C. Penney (R)
K-Tel (N)
Lever Brothers (R)
Libby (N)
Menley & James (N)
Miles Labs (R)
Pfizer (R)
Procter & Gamble (R)
Sears (R)
Weight Watchers (R)
W.F. Young (N)

Cable News Network
AMC (R)
American Home Products (R)
Banfi Products (Reunite) (R)
Bike (R)
Buff Puff (R)
Carnation (R)
Clorox (R)
Colgate-Palmolive (R)
Ford (R)
Goodyear (R)
Jeffrey Martin (R)
Magic Chef (R)
Morton Norwich (R)
Nestle (R)
Ralston Purina (R)
Sears Roebuck & Co. (R)
Schieffelin (Blue Nun) (R)
Stanley Tools (R)
Sterns (N)
Union Carbide (R)
U.S. Postal Service (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co. (R)
Bandai America (R)
Boehringer/Ingilheim (R)
Brown Shoe (N)
C.M. Offray & Son (N)
Campbell Soup (R)
Del Monte (N)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (N)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (N)
Nylint (N)
Pocket Books (N)
Procter & Gamble (R)
Quaker Oats (N)
Ralston Purina (R)
Revlon (N)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (N)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (N)

Dow Jones Cable News[1]
Hilton Hotels (R)
Tucker Anthony (R)

ESPN
American Cyanamid (R)
AMF (R)
Apple Computers (R)
Armor All (N)
Arnold Industries (R)
*Atlantic Monthly (N)
Bendix (Fram) (N)
Berkshire Enterprises (R)
Block Drug (R)
Bristol Myers (R)
Burlington (N)
*Cannon Films (N)
Caravatt Communications (R)
Chrysler (R)
Coleco (N)
Combe Chemicals (R)
Dow Jones (R)
Dunlop (R)
Eastman Kodak (R)
Tne Gap (R)
*Garcia (Rods & Reels((N)
General Motors (R)
Gillette (R)
International Spike (N)
*J.K. Sports Journal (N)
Kelly Springfield (N)
Kroy Industries (R)
Manhattan Industries (R)
*Manville Corp. (N)
Meguiar's (N)
Members Only (N)
Mennen (R)
Mercedes (R)
Mitzubishi (R)
*National Law Firm of Mass. (N)
NLC (R)
Nissan (R)
Norelco (R)
Olivetti (R)
Orion Pictures (N)
Pharmakraft (R)
Pony Shoes (R)
Prince (R)
Schrade (R)
Sears (R)
Soloflex (R)
Sport Magazine (R)
Suzuki (N)
*Trustworthy Hardware (N)
Union Carbide (R)
U.S. Postal Service (R)
Volvo (R)
Wagner Spray (R)
Weber Grills (N)
Weed Eater (R)

Financial News Network
American Express (R)
Andrew Peck (R)
Artmark Sculptures (R)
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities (R)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
*FXC (N)
General Motors (R)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
John Nuveen (R)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
McGraw Hill (R)
MCI (N)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (R)
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poors (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Technology Illustrated (R)
Telmark Inc. (R)
Tri Fund (R)
United Business Services (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Action (R)
Aero-Mayflower Transit Co. (R)
Alaska Seafood (R)
American Archery Council (R)
American Association of Orthodontists (R)
American College of Surgeons (R)
American Dental Association (R)
American Iron & Steel Association (R)
American Petroleum Institute (R)
American Veterinarian Association (R)
Anheuser-Busch (R)
Archway Cookies (R)
Architectural Aluminum (R)
Australian Embassy (R)
Australian Transit Commission (R)
Bear Archery (R)
Beatrice Foods (R)
British Post Office (R)
Burlington Northern (R)
Campbell Soup (R)
Chrysler (R)
Ciba Pharmaceuticals (R)
Collagen Corp. (R)
Connecticut Department of Commerce (R)
Cruise Lines International (R)
Danish Agricultural Council (R)
Disabled American Veterans (N)
Eckankar (R)
Edison Electric (R)
General Foods (R)
General Motors (R)
Hartford Insurance (R)
Hershey Foods (R)
Hot Springs Chamber of Commerce (R)
Industrial Fabrics (R)
Insurance Information Institute (R)
Jet Propulsion Lab (R)
Kelly Services (R)
Killington Ski Areas (R)
Luray Caverns (R)
MCP Foods (R)
Mercedes Benz of North America (R)
Nabisco (N)
National Agriculture Chemical Association (R)
Operation Cork (R)
PAAS (N)
Reynolds Aluminum (R)
Salt Institute (R)
Salvation Army (R)
San Jose Convention & Visitors Bureau (N)
Scandinavian State Railways (R)
Schering-Plough Corp. (N)
Sealy (R)
Sears (R)
Soap & Detergent Association (R)
Society of Plastics Engineers (R)
State of North Carolina (R)
Tourist Office of St. Moritz (R)
Tupperware (R)
United Airlines (R)
United Parcel Service (R)
U.S. Borax (R)
Virgin Islands of the U.S. (R)
Wisconsin Dells (R)
Women's International Bowling Association (R)
World Book/Childcraft (N)
W.R. Grace & Co. (R)

The Nashville Network
Chrysler (R)
Crain Communications (R)
Ford (R)
General Motors (R)
*Global Life & Accident Insurance (N)
*Gusto Records (N)
Kraft (R)
Martha White (R)
National Life & Accident Insurance (R)
Playboy (R)
R.J. Reynolds (R)
Sears (R)
Stroh (R)
Time Inc. (R)
TV Guide (N)
U.S. General Supply (R)
Vitamix (R)

National Jewish Television
Coleco (N)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Bendix (Fram) (N)
Ford (R)
Goodyear (R)
Hall's (R)
McDonald's (R)
Warner Lambert (R)

SNC
Ace Hardware (R)
American Home Products (R)
American Motors (R)
Crain Communications (N)
Dow Jones (R)
Ford (R)
General Motors (R)
Georgia Pacific (R)
Jeffrey Martin (R)
Mansville Corp. (N)
Pfizer (R)
Phillips Petroleum (R)
Radio Shack (R)
Ralston Purina (R)
Time/Life (R)
Union Carbide (R)
Union Fidelity Insurance (N)
Weber Grills (N)

SPN
Allied Corp. (R)
American Photographer (R)
Best Western Hotels (R)
Bristol Myers (N)
Celanese Fabrics (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (N)

Cable stats

Grolsch Beer (N)
Heineken (N)
*KIM Airlines (N)
*Kahima Corp. (N)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
*Nippon Denson (N)
Norsk Hydro (R)
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
*Sagawa Express (N)
Savings and Loan Association (R)
Serol Hair (R)
Sheraton (R)
TV Guide (R)

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Yves St. Laurent (R)

USA Network
Allied Corp. (R)
American Home Products (R)
Anheuser-Busch (R)
Armour-Dial (R)
*Arnold Industries (N)
Castle & Cook Foods (R)
Clorox (R)
Colgate-Palmolive (R)
Cooper (Hockey Equipment) (R)
Duracell (R)
Eastman Kodak (R)
Ford (R)
The Gap (R)
General Foods (R)
General Mills (R)
General Motors (R)
Goodyear (N)
Hanes (R)
Holiday Inns (R)
K-Tel (R)
Kellogg's (R)
Kimberly-Clark (R)
Lever Brothers (N)
Levi Strauss (R)
Mattel (R)
McDonald's (N)
Minolta (R)
Mobil (R)
Nestle (R)
Norelco (R)
Noxell (R)
Orion Pictures (N)
Owens-Corning (R)
Paramount Pictures (N)
Philip Morris (Miller) (R)
Phillips Petroleum (R)
Playtex (R)
Richardson-Vicks (R)
Schieffelin & Co. (R)
Scott Paper Co. (R)
Stride Rite (R)
Thompson Medical (N)
Toyota (R)
Travelers (R)
Union Carbide (R)
Universal Pictures (N)
US Army (R)
Volkswagen (R)
Warner Communications (R)
Warner Lambert (R)
Wrigley's (R)

The Weather Channel
Ace Hardware (R)
AMC (R)
Duracell (R)
Eastman Kodak (R)
General Motors (R)
*Land's End (N)
Prudential-Bache (R)
United Airlines (R)

WTBS
Buena Vista Distribution (R)
Carter Wallace (R)
Clorox (R)
General Mills (R)
Hanes (R)
Hershey Foods (R)
Honda (R)
Jeffrey Martin (R)
Kusan (R)
LJN (R)
National Inquirer (R)
Noxell (R)
Ocean Spray (R)
Philip Morris (R)
Procter & Gamble (R)
Sears (R)
Snapper (N)
Squibb (R)
Swift & Co. (R)
Thompson Medical (R)
Tonka Corp. (R)
Urban General (R)
World Communications (R)
Zenith (R)

[1] first time in Cable stats.
* New to network advertising.
R denotes renewal client.
N denotes new client.

Cable services subscriber counts

Satellite-fed basic services	Affiliates*	Subscribers*	% change in subs from 2/28	
ACSN: The Learning Channel	365	2,887,910	+2.9	
Alpha Repertory Television Service (ARTS)	1,625	9,500,000	+18.7	
Black Entertainment Television (BET)	150	3,500,000	+13.9	
Cable Health Network (CHN)	957	9,650,000	+19.1	
Cable News Network (CNN)	3,287	19,159,000	+4.5	
CNN Headline News	432	3,300,000	+19.5	
C-SPAN America's Network	1,000	13,000,000	NC	(1/83)
CBN Cable Network	3,751	20,455,000	+3.5	
Country Music Network	NA	NA	NA	
Daytime	671	9,200,000	+8.2	
Dow Jones Cable News	102	1,100,000	+12.8	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,601	21,770,677	+2.8	
Eternal Word Television Network (EWTN)	67	1,110,000	NC	
Financial News Network(FNN)	758	7,704,527	NA	(1/83)
Modern Satellite Network (MSN)	451	7,723,660	+8.2	
Music Television (MTV)	1,500	12,000,000	+20.0	
The Nashville Network (TNN)	650	7,500,000	+7.1	
National Christian Network	84	1,325,000	NA	(2/83)
National Jewish Television (NJT)	114	2,446,735	NA	(2/83)
Nickelodeon	2,450	11,400,000	+8.5	
PTL Satellite Network	725	7,500,000	NC	
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel I (SNC I)	557	5,700,000	-1.7	
Satellite Program Network (SPN)	374	5,543,124	+2.6	
SIN Television Network[1]	199	25,531,400	NA	(2/83)
Trinity Broadcasting Network	245	2,874,000	NA	(2/83)
UPI NewsCable	485	NA	NA	
USA Network	3,400	17,000,000	+13.3	
The Weather Channel (TWC)	840	8,300,000	+16.4	
WGN	3,976	11,084,783	NA	(2/83)
WOR	755	4,617,329	+1.1	
WTBS	5,129	25,823,000	+3.3	

Satellite-fed basic audio services

Lifestyle	105	1,000,000	NA	(10/82)
Moody Bible Institute	21	308,885	NC	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	6	100,000	NA	(2/83)
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NA	(12/82)

Satellite-fed pay services

Bravo	61	97,913	+2.3	
Cinemax[2]	1,600	2,000,000	NA	(2/83)
EROS	22	200,000	NA	(2/83)
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)[2]	4,500	11,500,000	NA	(2/83)
Home Theater Network Plus (HTN)	325	170,000	NA	(1/83)
The Movie Channel (TMC)	2,350	2,350,000	+2.1	
The Playboy Channel	277	391,856	+4.5	
Showtime	2,000	4,000,000	NC	
Spotlight	223	750,000	+2.0	

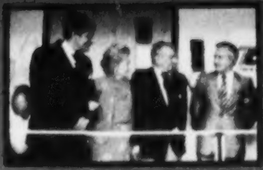
Regional entertainment services	Affiliates*	Subscribers*	% change in subs from 12/31	
Atlanta Interfaith	5	119,700	+0.1	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	
Festival - The Texas Cable Network	1	110,000	NA	
Home Sports Network - Dallas	NA	NA	NA	
Home Sports Network - Houston	NA	NA	NA	
Home Sports Network - Pittsburgh	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	
Madison Square Garden Network	49	1,400,000	NC	
Off Track Betting (OTB) (Upstate New York)	13	NA	NA	
PRISM-Philadelphia	84	335,300	+1.2	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel-New England	28	20,000	NA	(2/83)
SportsChannel-New York	30	271,759	+1.4	(2/83)
Sports Vision[3]	12	7,000	NC	
Video Music Channel	4	100,000	NA	(2/83)
Z-Channel	8	92,000	NA	(2/83)

Announced regional services	Expected launch
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	T.B.A.
Season Ticket	T.B.A.
Super Sports Network	T.B.A.
Tele Scripps (Pittsburgh)	T.B.A.
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	T.B.A.
The Aloha Network (Lewmark Productions)	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	T.B.A.
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch T.B.A.
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	T.B.A.
Good Evening Movie Service (GEMS)	launch T.B.A.
Group W Cable Sports Network	T.B.A.
Home Music Store	1984
Kidvid Network	5/83
Rock 24 (Lewmark Productions Music)	T.B.A.
Magicable	3rd quarter 1983
National Jazz Network	launch 6/83
The Nostalgia Network (Lewmark Productions)	T.B.A.
PBS Cable	T.B.A.
Penthouse Television Network (PET)	T.B.A.
Reserved Seat Video Productions (RSVP)	5.10/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	T.B.A.
Sitcom Channel (Channeltainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	T.B.A.
Window	T.B.A.
The Work Channel (Lewmark Productions)	T.B.A.

---

* All subscriber and affiliate counts are as of 3/31/83 unless otherwise indicated.
NA indicates not available.
NC indicates no change.
1. Total SIN reach. Total Spanish-speaking households: 3,075,900
2. Figures are company approximations.
3. Cable subscribers only; total homes receiving signal: 30,000
4. Indicates newly launched service.



- Commerce committee marks up Goldwater bill
- TCI launches coast-to-coast addressability
- So-called "HBO Kid" charged in theft case
- MSOs pass along extra copyright fee expense

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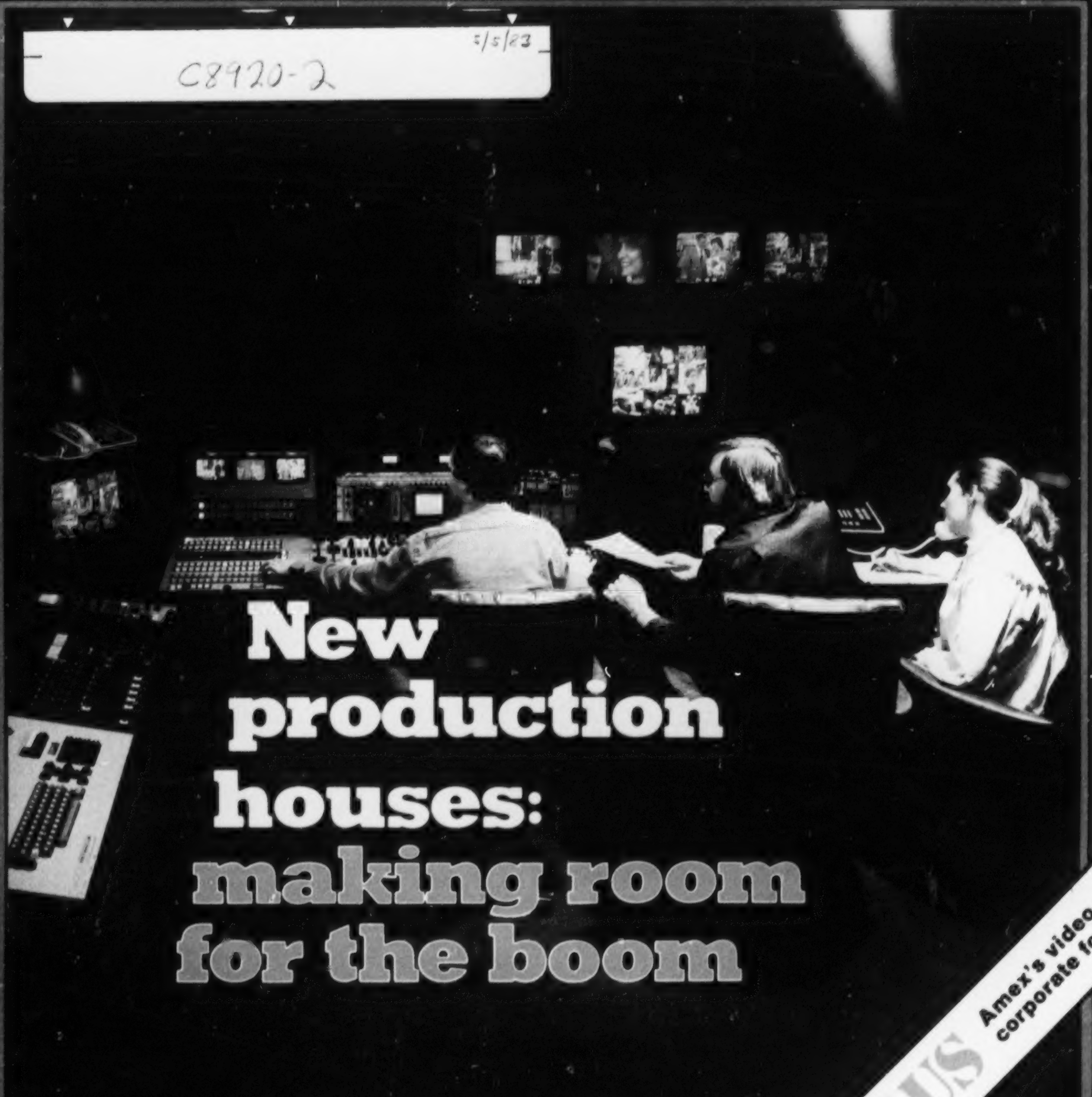

New production houses: making room for the boom

PLUS Amex's video corporate forum

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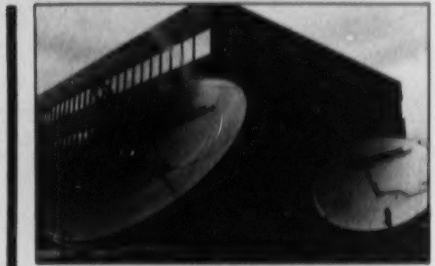


Parked outside TCI's Addressable Center in Englewood, Colo., were these transportable earth stations. The dishes are used to send and receive customer data from the center to TCI system headends around the country. April 18 marked the first day of the center's operation.

Coast-to-coast addressability

TCI's national Addressable Center opened for business with a press tour and a party. **Leading the week, pages 15-20.**

HBO kid collared

Pennsylvania authorities corral a man, who calls himself "the HBO Kid," in what is claimed to be the biggest theft-of-service case ever prosectued. **Leading the week, pages 15-20.**

Reaching the masses

The National Cable Television Association and the Cable Television Administration and Marketing Society lay the groundwork for a "generic" advertising campaign aimed at promoting the industry to the general public and to advertisers. **Leading the week, pages 15-20.**

Pass-along fees provide relief

Some cable systems find their subscribers willing to pay a "pass-along" charge to offset increased copyright fees for distant signal carriage. **Leading the week, pages 15-20.**

Cable bill advances

The Senate Commerce Committee approved cable bill S. 66 by a 15-2 vote. Many city cable officers are still upset with the measure. **Leading the week, pages 15-20.**

Turner pitching PPV

TBS chairman, trying to get Major League Baseball teams interested in offering the World Series on pay-per-view cable, unveils plan before Virginia association convention. **Leading the week, pages 15-20.**

TeleCulture dealing locally

TeleCulture Inc., a 2-year-old Manhattan-based firm, has come up with a way to market foreign and independently made American TV programming to local systems for a flat bargain price. **Page 24.**

Filling the musical gap

CATV West joins forces with local programmer to produce music shows aimed at black audience. **Page 24.**

Consider a co-op plan

When a national manufacturer foots the bill, cable operators and local dealers reap the benefits. **Page 28.**

Toe-to-toe competition

Madison Cable Network claims it's on the way toward a first-year goal of $100,000 or more in sales as a result of a print ad drive. **Page 28.**

SCTE meet set to open

Cable-Tec Expo, with nearly 30,000 square feet of exhibit space sold, takes the Society of Cable Television Engineers annual convention into a new era. **Page 53.**

Eidak challenging TeleFirst

ABC's soon-to-be launched broadcast pay-per-view service has its first competitor. VVR Associates, a Long Island-based company, will begin testing Eidak, its own down-loaded program service, later this year. **Page 57.**

Wirth hits financial interest

Telecommunications Subcommittee members tell FCC they oppose repeal of financial interest and syndication rules; question commission's priorities. **Page 60.**

About the cover

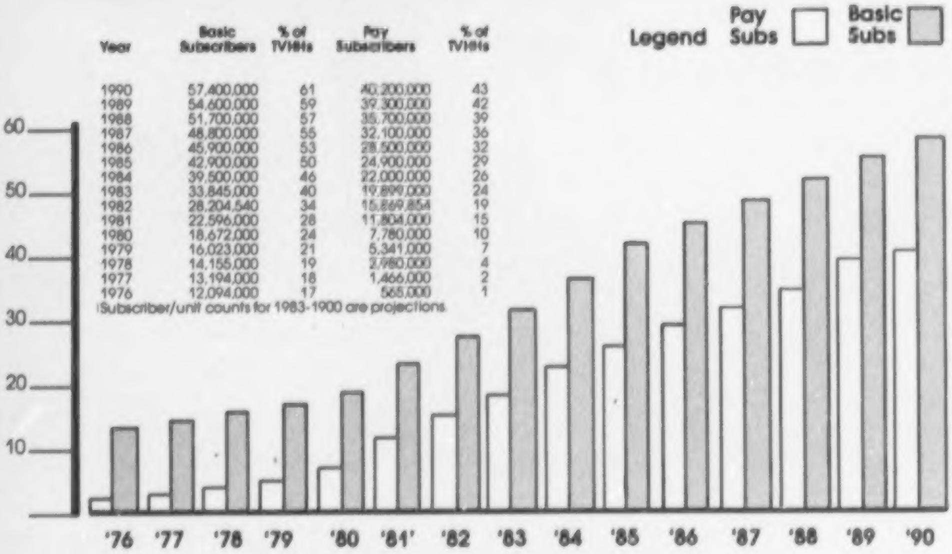
Pictured is the editing suite at Scene Three, a Nashville-based film and commercial production house, with ambitious plans to serve the growing needs of program producers. Scene Three is but one of five outfits profiled in Simon Applebaum's story about new program factories. For more, see page 42.

This week in PLUS

If you're a corporation and want to air a video series, it makes sense to use cable. That's what American Express has found out. Its *How's Business* has been airing over SPN—the price is right, it reaches Amex employees, stockholders and clients, and there's still no definite ruling on the Fairness Doctrine on cable. . . Soon, when a service looks for a place to produce, it will have more spots to choose from. New production studios are keeping cable in mind. The emphasis of the studios range from educational programming in Miami to performing arts programming in Denver to any kind of programming (including country, of course) in Nashville. **Pages 29-52.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.

Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable units 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Film product comparison—April

Film	Pay Networks					Distributor
A Face in the Crowd					C	Castle Hill
Across the Great Divide	(HBO)	ST	(TMC)			Simcom
Adventures of the Wilderness Family		(ST)		HTN		Simcom
Alice in Wonderland	HBO					Universal
Alien			TMC			20th Century-Fox
All Fall Down		ST				MGM/UA
The Amazing Captain Nemo	HBO					Warner Bros
An Eye for an Eye		ST*				Wescom
The Angry Hills					C	MGM/UA
The Asphyx			TMC			Muller Media
Atlantic City	HBO	(ST)	TMC			Paramount
The Bitch		ST				Telepictures
The Blackboard Jungle				(HTN)	C*	MGM/UA
Blackjack				HTN		Univeral
The Boogens	HBO	ST	TMC			Sunn Classic/Taft
Breaking the Sound Barrier					C	Alan Enterprises
Breakthrough				HTN		Worldvision
Buddy Buddy	(HBO)	(ST)	(TMC)		C	MGM/UA
The Cannonball Run	HBO				(C)	HBO
Casey's Shadow				HTN	C	Columbia
Chandler					C	MGM/UA
Cheaper to Keep Her					C*	Paramount
Chu Chu and the Philly Flash		(ST)	(TMC)	HTN*		20th Century-Fox
Cicero: The Story of the Queen's Drum Horse				HTN		Hoffner Entertainment
Continental Divide	HBO*	(ST)	TMC	HTN*		Universal
The Corn Is Green			TMC			Warner Bros.
D.O.A.			TMC			Corinth
Dead Men Don't Wear Plaid	HBO	ST	TMC			Universal
Death Hunt		(ST)	(TMC)		C	20th Century-Fox
Doctor Zhivago			(TMC)	HTN*	(C)	MGM/UA
Don's Party		ST				Satori
Dot and the Kangaroo		ST				Satori
Dying Declaration				HTN		Univeral
Edge of Doom		ST*				Samuel Goldwyn Co.
The Elephant Man		ST	(TMC)			Paramount
Emily		ST				Atlantic
Eye of the Needle		ST			(C)	MGM/UA
Falling in Love Again	(HBO)	ST*				
Fat Chance			TMC*			Manley Productions
The Fifth Musketeer					C	Columbia
Fighting Back		ST	TMC			Paramount
The Fighting Sullivans					C*	Crystal
For Your Eyes Only	(HBO)	ST	TMC*	HTN*	(C)	MGM/UA
Fort Apache, The Bronx	HBO*					HBO
Friday the 13th, Part II	HBO		TMC			Paramount
Gal Young Un			TMC			NTV
The Gambler			TMC			Viacom
The Garden of the Finzi-Continis			(TMC)		C	Almi Group
Gate of Hell					C	Janus
Gizmo					C	Film Gallery
Going Ape	HBO	(ST)	TMC			Paramount
Goodbye Emmanuelle		(ST)			C	Miramax
Green Ice			TMC	(HTN)		ITC
Gulliver's Travels			TMC	HTN		Corinth
Happy as the Grass Was Green				HTN		Castle Hill
Hell Night	(HBO)		TMC			Compass International
Heartbeeps	(HBO)	ST		(HTN)		Universal
High Risk		ST*				Viacom
The Howling	(HBO)		TMC			Wescom
I Want You		ST				Samuel Goldwyn Co
J.D. and the Salt Flat Kid			TMC		(C)	Samuel Goldwyn Co.
Jackson County Jail					C	New World
Jaws of Satan			TMC*			MGM/UA
Julia			(TMC)		C	20th Century-Fox
The Kid from Brooklyn		ST*				Samuel Goldwyn Co.
The Killing Kind					C	Atlantic
King Solomon's Treasure			TMC			Gold Key
Lady Chatterley's Lover		ST	TMC			Viacom
The Last Hunt		ST			(C)	MGM/UA
The Last Waltz			(TMC)		C	MGM/UA
The Late Show			TMC			Warner Bros
Les Girls			(TMC)	HTN	C	MGM/UA
Little Detective				HTN		Satori
Little Miss Marker					C	Universal
The Long Good Friday			TMC*			Handmade Films
Love and Money		ST*	(TMC)			Lorimar
The Magic Flute				HTN		Castle Hill
The Magic Statue				HTN		Universal
The Man From Clover Grove		ST				Lord Byron
The Man Who Fell to Earth			TMC*			Almi Group
Manny's Orphans				HTN		Castle Hill
McVicar			(TMC)		C	Crown International
Meatballs	HBO				(C)	Paramount
Missing	HBO	ST	TMC	HTN		Universal
Modern Problems	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Mommie Dearest			TMC			Paramount
Moscow Does Not Believe in Tears		ST		(HTN)	(C)	IFEX
Mother's Day		ST				United Films
Mountain Family Robinson	HBO	(ST)	(TMC)	HTN		Simcom
Never Never Land		ST*	TMC			Paramount
The Night the Lights Went Out in Georgia	HBO				(C)	Viacom
North by Northwest			TMC	(HTN)	C*	MGM/UA
On Golden Pond	(HBO)				C	AFD
On the Run			TMC*			MGM/UA
The Outlaw Josey Wales			TMC			Warner Bros
Pandemonium	HBO		TMC			MGM/UA
Paper Tiger			(TMC)	HTN		Castle Hill

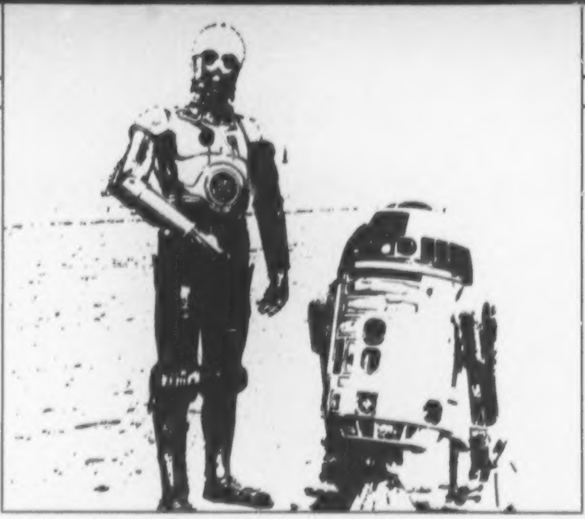
Cable stats

Film	Pay Networks					Distributor
Paradise	HBO	ST	TMC			Embassy
Partners	HBO	(ST)	TMC*			Paramount
Papillon		ST				Lorimar
Paternity	(HBO)	(ST)		HTN		Paramount
The Patsy		ST	(TMC)			Paramount
Personal Best	HBO	ST	TMC			Warner Bros.
Penitentiary II		ST				MGM/UA
Pick-Up Summer		ST				Film Ventures
Pictures			TMC			New Zealand Film
Plutonium Incident					C	HBO
The Postman Always Rings Twice	HBO					Lorimar
The Pursuit of D.B. Cooper	HBO					PolyGram
Ransom					C	MGM/UA
The Reluctant Debutant		ST				MGM/UA
Richard Pryor Live on the Sunset Strip	HBO					Columbia
Right Cross		ST				MGM/UA
Safari 3000			TMC			MGM/UA
Saturday the 14th	HBO					New World
Sea Prince and the Fire Child			TMC			Sanrio
Sea Wolves		ST			(C)	Lorimar
The Secret Policeman's Other Ball		ST*	TMC*			20th Century-Fox
Seniors					C	Alan Landsburg
Shogun Assassin		ST*				Samuel Goldwyn Co.
The Shootist	(HBO)	ST	(TMC)			Paramount
Silence of the North		(ST)	TMC	(HTN)		Universal
Silent Rage	HBO					Columbia
Silk Stockings				(HTN)	C	MGM/UA
Smokey and the Bandit			TMC		C	Univeral
S.O.B.		ST			C*	Lorimar
Sparrow				HTN		Castle Hill
St. Helens	HBO				(C)	Michael Murphy
Starbirds		ST				New Hope
Star Wars	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
The Stratton Story					C	MGM/UA
Stripes	HBO	(ST)	TMC	HTN*	(C)	Columbia
Student Bodies		ST*				Paramount
Sunday in New York				(HTN)	C*	MGM/UA
The Survivor			TMC			Hemdale
The Sword and the Sorcerer	(HBO)	(ST)	TMC*			Universal
Tarzan, The Ape Man		ST	(TMC)			MGM/UA
That Midnight Kiss		ST				MGM/UA
They Shall Have Music		ST				Samuel Goldwyn Co.
Thunderbirds in China		ST				Coe Films
Tiger Bay					C	Janus
Under the Rainbow		ST	(TMC)	(HTN)		Warner Bros.
Venom					C	Film Finance
Victor, Victoria	HBO	ST	TMC	HTN		MGM/UA
Visiting Hours	HBO	ST	TMC			20th Century-Fox
The Wedding Party				HTN		Troma
Who Is Killing the Great Chefs of Europe?					C	Lorimar
Whose Life Is It Anyway?	HBO	(ST)	(TMC)		(C)	MGM/UA
Witch's Sister		ST*				Film Gallery
The Woman Next Door			TMC			Cinema Signal
Z			TMC*		(C)	Almi Group
Zulu Dawn	HBO					Zulu Dawn

Cable network legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

- Networks in parentheses indicate carriage in December, January, February, March and/or April.

- An asterisk following a network indicates the film is a carryover from December, January, February, March and/or April.



- In total, 153 films appear on the May schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (December 1982-May 1983), two movies, "For Your Eyes Only" and "Stripes," appeared on all five services. Eight films appeared on four of the five networks, 21 on three and 40 on two networks. Eighty-two films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 27, followed by Universal and Paramount with 13 films apiece.

- "Missing," the drama that won an Oscar this month for best adapted screenplay, appears on the May program guide covers of The Movie Channel, HTN Plus and Cinemax. TMC also has another recent Oscar honoree on its May cover: "Victor, Victoria," receiving an award for Henry Mancini and Leslie Bricusse's original song score. Sandwiched between both films is the Steve Martin detective spoof, "Dead Men Don't Wear Plaid." HBO's program guide focus is on "The Terry Fox Story," its made-for-pay drama starring Robert Duvall. On the HBO/Cinemax cover along with "Terry Fox" and "Missing": "Richard Pryor Live on the Sunset Strip" and the Fondas Film Festival. Showtime has a cover spotlighting Mick Jagger's performance in a "Faerie Tale Theater" episode.

Sub count addendum

This is an addendum to the "Cable services subscriber counts" that appeared in the 4/25/83 issue. Affiliate and subscriber counts are as of 3/31/83.

Non-satellite-fed national programming services	Affiliates	Subs
PlayCable	17	750,000
The Pleasure Channel	18	15,000

Announced non-satellite-fed programming services	Expected launch
CableShop	9/1/83
The Games Network	9/1/83

Top 20 MSOs

Rank	Multiple system operator	Basic Subs
1.	Tele-Communications Inc.[1]	2,255,000 (12/82)
2.	American Television and Communications Corp.	2,104,705 (12/82)
3.	Group W Cable	1,876,991
4.	Cox Cable Communications Inc.	1,303,744 (1/83)
5.	Warner Amex Cable Communications Inc.	1,240,500
6.	Storer Cable Communications	1,163,187 (12/82)
7.	Times Mirror Cable Television	807,348
8.	Rogers UA Cablesystems	733,225
9.	Newhouse Broadcasting[2]	703,042
10.	Viacom Cablevision	643,476 (4/83)
11.	Continental Cablevision	641,000
12.	United Cable Television Corp.	552,027
13.	Sammons Communications Inc.	536,447
14.	TeleCable Corp.	389,836
15.	Capital Cities Cable	314,283 (11/82)
16.	General Electric Cablevision	309,600
17.	Cablevision Systems Development	300,000
18.	Comcast Cable Communications	290,000
19.	Heritage Communications Group	283,515
20.	Liberty Communications	256,000

[1] Number is a company estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.

Top 20 systems

Rank	Location	Operator	Subscribers	
1.	San Diego, Calif.	Cox Cable	221,585	(12/82)
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	187,000	
3.	Manhattan, N.Y.	ATC	169,250	(12/82)
4.	Houston, Texas	Warner Amex	157,000	
5.	San Antonio, Texas	Rogers UA	154,090	
6.	West Orange, N.J.	Maclean Hunter	146,983	
7.	Wayne, N.J.	Rogers UA	117,417	
8.	Tulsa, Okla.	United Cable	104,583	
9.	Audubon, N.J.	NYT Cable	100,248	
10.	Erie County, N.Y.	Prime Cable	99,337	
11.	Austin, Texas	ATC	97,300	(12/82)
12.	San Jose, Calif.	Gill Industries	94,000	
13.	Tidewater, Va.	Cox Cable	91,393	(12/82)
14.	Cincinnati, Ohio	Warner Amex	88,000	
15.	Central Islip (L.I.),N.Y.	Viacom	86,295	(4/83)
16.	Baltimore County, Md.	Caltec Cable	84,763	
17.	Seattle, Wash.	Group W Cable	84,455	
18.	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
19.	Orlando, Fla.	ATC	82,550	(12/82)
20.	Toledo, Ohio	Buckeye Cablevision	78,811	

Note: MSO and system sub counts are as of 3/83 unless noted otherwise.

Society of Cable Television Engineers
CABLE-TEC EXPO '83
May 6-8
Dallas Convention Center

- Engineers meet at Dallas Cable-Tec Expo
- Cox Cable Omaha ruled common carrier
- England presents cable white paper
- FCC approves two-degree orbital spacing

C8920-2 5/11/83

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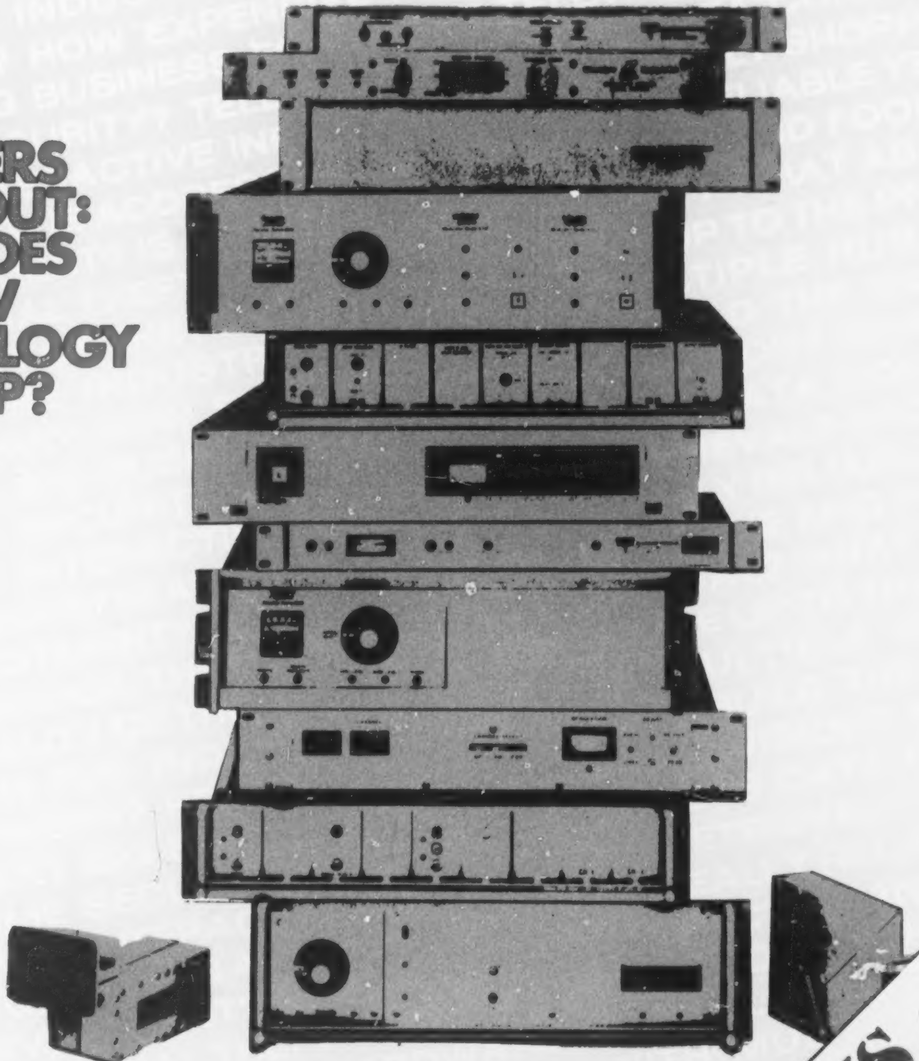
The news and features weekly of the cable television industry May 9, 1983 $3.00

ENGINEERS SPEAK OUT: HOW DOES THE NEW TECHNOLOGY STACK UP?



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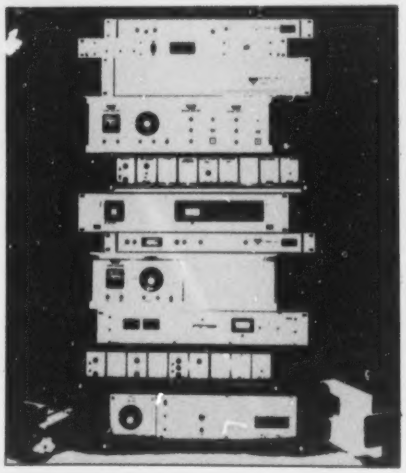


Engineering Forum

Ten leading industry engineers respond to questions concerning the technological and business challenges facing the industry today. The consensus: cable's greatest business opportunity can be found in homes unconnected to cable plant already in place. **Page 49**.

WSB's news service

WSB, the Cox-owned broadcast TV station in Atlanta, plans a statewide cable news service—which will provide inserts for both Cable News Network and Satellite News Channel on various systems. **Leading the week, pages 15-20**.

Playboy twist

In a unique marketing twist, The Playboy Channel is being offered on a "pay-per-night" basis in Warner Amex's Cincinnati system. Playboy Channel head Paul Klein questions packaging as the best way to market his service. **Leading the week, pages 15-20**.

Cinemax: A movie star

Cinemax prepares to launch a new multimillion dollar consumer advertising campaign this spring, featuring TV and print spots. The tag-line: "We Are Your Movie Star." **Leading the week, pages 15-20**.

Ups and downs

Quarterly earnings from systems and suppliers reflect the ups and downs of the industry, with some key players reporting flat earnings. **Leading the week, pages 15-20**.

Hughes chief moves

Clay Whitehead has resigned as president of Hughes Communications and established a new company, National Exchange, which filed satellite applications at the FCC. **Leading the week, pages 15-20**.

Cox ruled common carrier

The Nebraska Public Service Commission has held that by rendering data and voice transmission services through its INDAX and CommLine units in Omaha, Cox Cable has become a common carrier, subject to PSC jurisdiction. **Leading the week, pages 15-20**.

FCC reduces orbital spacing

The Federal Communications Commission has approved a plan to reduce satellite orbital spacing requirements to two degrees, setting the stage for an additional 19 geostationary satellites to be parked among the current 15. **Leading the week, pages 15-20**.

Production financing seminars

Production financing, or to be more exact, lack of it, was the theme of two motion picture and cable seminars held in Los Angeles. The shortage of dollars continues to act as a brake on the development of the pay TV industry. **Page 22**.

TMC's new low-key look

The Movie Channel's new on-air campaign is aimed at making an impression without resorting to hype. **Page 30**.

Orion responds to critics

Orion Satellite Corp.'s hopes for the construction of trans-Atlantic satellite link have hit expanding wall of red tape as separate agencies begin independent inquiries. **Page 100**.

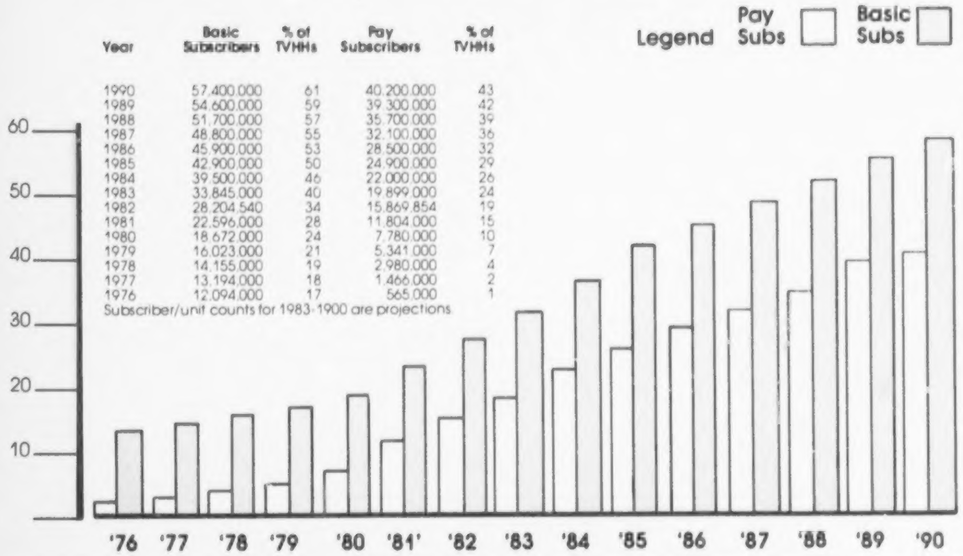
About the cover

Engineers speaking out on technology is the focus of this week's issue. Cover photo courtesy Anixter-Pruzan. Design by Victoria Gits and Brad Hamilton.

This week in PLUS

Breaking up is hard to do. Ask anyone at AT&T. The divestiture will leave the BOCs scrambling for new sources of revenue, but where will it leave cable? The questions of common carrier status for cable, the effect of the electronic publishing restriction, remain unanswered, as does the most general question of all: Will AT&T become a strong adversary or an ally? . . . Keeping the customer satisfied is becoming a bigger priority for MSOs these days. Contented customers don't disconnect. And cable companies have begun to realize that one of their most powerful weapons in the battle against churn is the customer service rep. With that in mind, MSOs are instituting intensive companywide training programs—both in-house and with outside help. **Pages 59-82**.

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections

Cable barometer

Television households (TVHH)	83,400,000
Homes passed by cable (HP)	49,963,332
Percent of TVHH passed by cable	59.9%
Basic cable subscribers	28,623,377
Percent of TVHH with basic cable	34.3%
Percent of HP with basic cable	57.3%
Pay cable subscribers	16,300,000
Percent of TVHH with pay cable	19.5%
Percent of HP with pay cable	32.6%
Percent of basic subs with pay cable	56.9%

Figures are as of February 1983

Franchising calendar

This chart examines the franchise status of communities during the fourth quarter of 1982 and beginning of 1983. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes).
South Tucson—awarded to Cox Cable 10/82.

California
Bellflower—awarded to Communicom Inc. 11/82.
Claremont—RFP issued; proposals due 4/29/83
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes).
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 5/83 (166,000 homes)
East Yolo—developing enabling ordinance; RFP expected by early summer 1983.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Lomita—preliminary award to Colony Communications (8,137 homes)
Los Altos—expect RFP to be issued 6/83.
Los Angeles (South Central Region)—award expected 6/83 (180,000 homes)
Palo Alto—expect RFP to be issued 5/15/83 (22,000 homes)
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—deadline for proposals extended to 5/31/83 (12,000 homes).
San Fernando—final agreement signed with Valley Cable 1/83.
South Monrovia—preliminary award to Falcon Communications; final award expected by 7/83 (5,450 homes)
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83.
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 6/83 (43,000 homes).
West Covina—proposals received from Falcon Communications and United Cable; award expected by 5/83 (28,000 homes)

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes)
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83

Connecticut
Enfield, Hartland, East Grandy, Suffield, Windsor Locks, East Windsor, Somers, Stafford, and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes)
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983.
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,551 homes).

District of Columbia
RFP to be released mid-summer 1983.

Florida
Tierre Verde—preliminary award to Centel; final award expected by 6/83 (2,000 homes)

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—awarded to Centel Communications 11/82
Bensenville—awarded to Continental Cablevision 11/82.
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes)
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continantal Cablevision (188,000 homes)
Countryside—preliminary award to Cablevision of Chicago (2,200 homes)
Downer's Grove, Darien, Woodridge, Lisle (uninc. DuPage County areas)—re-opened bids 1/31/83; proposals due 4/29/83 (11,900 homes)
Elmwood Park—REP expected 5/83 (9,500 homes)
Glen Ellyn (uninc. DuPage County areas)—negotiating with Group W Cable (3,100 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 8/83
LaGrange, LaGrange Park, Indian Head Park, Riverside—award to Centel 10/82 (15,000 homes)
Lombard, Oakbrook Terrace, Elmhurst (uninc. DuPage County areas)—awarded to Continental Cablevision 10/82.
Naperville— final award to Centel 5/83 (17,500 homes)
Northbrook—award to Cablenet Inc. 10/15/82
South Holland—final award to Multimedia expected 3/21/83 (7,400 homes).
Villa Park—Continental and Multimedia have submitted proposals (7,100 homes)
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes).
Wheaton—RFP issued; proposals due 6/1/83
Winnetka—decision to have cable has been postponed.

Indiana
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies
Munster—awarded to U.S. Cable 12/82

Iowa
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Preston—RFP issued; proposals due 5/2/83

Kentucky
Danville—received 5 bids: Communicable, Communications System, Constitution Cable, RV Cablevision and Brandenburg CATV Inc.; recommendation expected 6/83
Greenville, Central City, Muhlenburg County—proposals due 4/18/83
Hazel, Puryear—award to Galaxy Cablevision 12/82.
Wingo—award to Galaxy Cablevision 2/83 (300 homes)

Maine
Harpswell—preliminary award to Video Vision 12/82; final award expected 5/83 (2,800 homes)
Hermon—proposals received from Weir Communications, Maine Cable Co. and Coastal Cable; recommendation expected by 6/83

Maryland
Baltimore—award to Caltec Cablevision 2/23/83 (302,000 homes)
Carroll County—RFP issued; deadline for proposals 6/1/83 (30,000 homes)
Chestertown—award to CATV General 2/83 (1,800 homes)
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes)

Massachusetts
Abington—awarded to Campbell Communications 10/82
Ashland—award expected 4/83 (3,082 homes)
Ayer—awarded to Nashoba Communications Inc. 11/82
Bourne—award to Campbell Communications 12/6/82
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Hamilton, Wenham—RFP issued; proposals due 3/30/83
Hanson—award to Continental Cablevision 3/22/82
Hingham—pending (6,323 homes)
Holbrook—pending
Holliston—restarting franchise process (3,922 homes)
Hopedale—pending
Hull—award to American Cablesystems 1/10/83 (4,800 homes)
Lancaster—pending (1,867 homes)
Medway— pending (2,300 homes)
Nahant—pending; Warner Amex sole bidder (1,433 homes)
Needham—final award to Continental pending (8,000 homes)
Norfolk—RFP issued; proposals due 6/1/83 (1,800 homes)
Northborough—award to Greater Media 1/10/83 (3,334 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—award to Campbell Communications 11/1/82 (4,264 homes)
Pepperell—pending (2,800 homes)
Randolph—awarded to American Cablesystems 11/82 (9,800 homes)
Rockland—award to Campbell Communications 11/22/82 (5,005 homes)
Rowley—pending (1,318 homes)
Seekonk—pending
Sharon—award to Cablevision Industries 1/27/83

Sterling—pending
Sudbury—award to Adams-Russell 3/23/83
Townsend—pending (2,306 homes)
Walpole—pending (5,676 homes)
Waltham—award expected 5/83
Wellesley—pending
Westborough—award to Greater Media 1/18/83
West Bridgewater—pending
Westminster—pending
Whitman—awarded to Continental Cablevision 10/82
Wrentham—awarded to Massachusetts Cablevision Systems Inc. 12/7/82

Michigan

Bloomfield Township, Bloomfield Hills—proposals received from Booth Communications, Bloomfield Communications and United-Tribune, award expected 6/83 (15,000 homes)
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes)
Dearborn Heights—Final award to Continental Cablevision 4/12/83 (23,000 homes)
Livonia—preliminary award to MetroVision, final award expected by 6/83 (33,000 homes)
Marquette—final award to Marquette Cablevision 11/82 (7,000 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monore Cablevision
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes)
Romeo—preliminary award to Harron, (1,000 homes)
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—received 3 bids, Bloomfield Communications, Greater Media and Continental Communications, award expected 6/15/83
West Oakland County Cable Group (Milford Village, Walled Lake, Wixsom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—proposals received from Com-Star, Greater Media and Associates of Bloomfield, award expected 5/83 (32,000 homes)

Minnesota

Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—award expected 6/83 (6,000 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—negotiating with Communications Systems Inc. (2,568 homes)
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award expected 6/83
Burnsville, Eagan—award expected 6/83 (12,849 homes)
Chanhassen—assessment not yet complete (2,285 homes)
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—see Long Lake
Eagan—see Burnsville
Forest Lake, New Scandia, Columbia—new RFP issued, proposals due 4/23/83
Grand Marais—RFP issued, proposals due 5/11/83
Long Lake, Medina, Minnetonka Beach, Orono (Lake Minnetonka Cable Commission)—working in conjunction with Deephaven, et. al., and Minnetrista, et. al., on needs assessment
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes)
Minnetrista, Spring Park, St. Bonifacius—see Long Lake
Mound—award expected by 5/83 (3,600 homes)
Northfield City and Township—award expected 5/13/83
North St. Paul—final award to Group W 5/13/83
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes)
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82
Prior Lake—award to Communication Systems Inc. 4/11/83 (2,560 homes)
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes)
St. James—award expected 5/83 (1,820 homes)
St. Paul—award expected 6/83 (111,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—only proposal from Telephone and Data Systems, award expected 5/83 (6,000 homes)
Wayzata—proposals due 5/4/83 (1,800 homes)
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—RFP issued, deadline for proposals 6/13/83
Windom—City Council will decide nature of cable franchise ownership by 5/83 (1,600 homes)

Missouri

Crocker—award to Comm Management 12/82 (450 homes)
Forsyth—award to Ozark Summit Cable 11/82
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83
Higbee—award to Comm Management 1/83 (330 homes)
Iberia—award to Comm Management 10/82 (325 homes)
St. Louis—re-issued RFP, proposals due 6/27/83 (178,000 homes)

New Hampshire

Atkinson—final award to Harron Communications expected by 6/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Pelham—RFP issued 5/1/83; deadline for proposals 8/1/83
Sandown—RFP issued, no responses received
Windham—proposals received from Harron Communications and Continental Cablevision, award expected 5/83 (2,000 homes)
Wolfeboro—RFP issued, proposals due 5/6/83

New Jersey

Franklin Lakes—award to Rural Cable Service 10/82 (2,500 homes)
Jersey City—halt on issuance of RFP pending resolution of legal action
Patterson—administrative law judge has made recommendation to PUC, award expected 5/83
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82

New York

Beekman—deadline for proposals extended until 4/30/83
Cherry Valley—proposals submitted by NewChannels and Schoharie, award expected 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
New York City—preliminary agreement reached for outer boroughs, Warner Amex—Western Brooklyn, Northern Queens, Cablevision Systems—Eastern Brooklyn, Bronx, Cox Cable—Staten Island, Vision Cable—Northeastern Staten Island; ATC—areas of Queens, Queens Inner Unity Cable—Southern Queens
Union Vale—proposal deadline extended to 6/30/83

North Carolina

Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—beginning process of acquiring cable (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes)
Jackson—have begun work on cable ordinance (400 homes)

Ohio

Arcadia—award to Continental Cablevision 1/83 (300 homes)
Ashley—award to ACT Cable 1/83 (420 homes)
Batavia Township—award expected by 6/83 (4,000 homes)
Bloomville—award to Telenational Communications 10/82 (400 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Cuyahoga Heights—award to Space Cable of Ohio 12/82 (300 homes)
Forest—award to Telenational Communications 11/82 (650 homes)
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes)
Holgate—award to Northern Ohio CATV Associates 10/82 (500 homes)
Loudonville—award to Ashland County Cable Service 10/82 (1,200 homes)
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes)
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes)
Quincy—received proposal from Midwest Communications (250 homes)
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes)
South Charleston—award to Quality Cable Services of Grove City 12/82 (600 homes)

Oregon

Canby—only Canby Telephone Association made proposal, award expected by 4/83 (2,500 homes)
Cottage Grove—expect to issue RFP by 8/83 (2,500 homes)
Dunthrope—proposals received from Liberty Communications and Cable Systems, award expected 6/83 (600 homes)
East Multnomah County—final award to Rogers UA Cablesystems 4/7/83 (80,000 homes)
McMinnville—awarded to Liberty Communications 12/82
Milwaukie—negotiating with Tribune Cable, award expected 6/83 (7,500 homes)
Sylvan, West Hills, Dunthrope—only proposal from Liberty Communications, award expected 6/83 (600 homes)

Pennsylvania

Philadelphia—eleven bids for four franchise areas submitted by eight companies: Wade Communications, Cablevision Systems, Collins Cablevision, Cox Cable, Independence Cablevision, Times Mirror Cablevision, Comcast Communications and Philadelphia Inner City Cablesystoms, award expected 12/83

Rhode Island

Newport—hearings on proposals to be completed by 5/83, final award subject to resolution of pending lawsuit (29,500 homes)

Tennessee

Brentwood—award to Metro Cablevision 2/14/83
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes)
Mosheim—award to Mosheim Cablevision 2/83 (500 homes)
Whiteville—award to Tri-County Cable TV 11/82 (400 homes)

Texas

Azle—expect to issue RFP 6/83 (2,900 homes)
Plano—Advisory Board recommended TeleCable (25,000 homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia

Dinwiddie County—Crater General Communications submitted only proposal
Fairfax City—Media General of Fairfax County sole bidder, award expected by 5/83
Goochland County—award to Continental Cablevision 2/83
Hanover County—only Continental Cablevision submitted proposal; preliminary award expected 5/83
Loudon County—final award to Cable Communications (11,500 homes)
Manassas—RFP expected to be issued by 6/83
Manassas Park—preliminary award to Pinebelt Cable (1,931 homes)

Washington

Battle Ground—proposals received from Cox Cable and Telenational Communications, consultant recommendation expected 4/83 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected 5/83 (5,000 homes)
Seattle, Central District—final award to Seattle Community Cablevision 2/83 (12,000 homes)
South Prairie—award to Cable TV Puget Sound 10/82

Wisconsin

Alma Center—award to Western Wisconsin Communications Cooperative 12/82 (175 homes)
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes)
Hixton—award to Western Wisconsin Communications Cooperative 2/83 (150 homes)
Hudson, North Hudson, River Falls—Telephone Data Systems sole bidder, final award expected by 5/1/83
Hustisford—interest from Cable Communications (350 homes)
Johnson Creek—have adopted cable ordinance and waiting for proposals (400 homes)
Kenosha—Total TV given first negotiation rights, award expected 6/83 (29,500 homes)
Merrillan—award to Western Wisconsin Communications Cooperative 12/82 (200 homes)
Milwaukee—final award to Warner Amex expected by 5/1/83 (133,560 homes)
Seymour—award to Seymour Cablevision 11/82
Spring Green, Plain, Arena, Lone Rock, Township of Spring Green—extended deadline for proposals to 5/1/83 (1,750 homes)
Waterford—started work on ordinance 1/83 (600 homes)

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan-OP, four unwired boroughs-FP
2	Los Angeles	City is divided into 14 areas (A-N), 10-OP, 2-FG, 2-FP
3	Chicago	City is divided into five areas, FP
4	Philadelphia	City is divided into N.S.E.W. S-OP, other three FP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FP
8	Washington, D.C.	BP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	five systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	FG/BP
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/ St. Petersburg	FG/OP
19	Denver	FG
20	Baltimore	FG
21	Sacramento/ Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Two systems-OP
25	Hartford/ New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/ New Bedford	LNA/OP
34	Orlando/ Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/ Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/ Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

- Bob Wright leaves Cox Cable to return to GE
- Quarterly reports from Time Inc., Zenith, Oak
- The Weather Channel's second-year new look
- Why telcos and cable will declare a truce

CableVision™

The news and features weekly of the cable television industry May 16, 1983 $3.00

TELEGAMBLING: BETTING ON A LONG SHOT

PLUS Grandfather of pay TV

CableVision

May 16, 1983. Volume 8, Number 36

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The Newsday Channel staff celebrated its launch last week to nearly 300,000 potential viewers in the NYC area.

Newsday Channel takes flight

The 24-hour service—a marriage of newspaper and cable—combines live-on-tape video and teletext news and features. **Page 24.**

Time for a truce?

Cable companies and Bell spin-offs may have more to gain by putting down their guns and going into business together. **Leading the week, pages 16-20.**

Wright vacates Cox helm

Robert Wright leaves the presidency of Cox Cable to return to General Electric in an expanded role—and as overseer of its cable TV business. Cox's chief operating officer, David Van Valkenburg, assumes the presidency. **Leading the week, pages 16-20.**

Report cites telcos edge

A research report commissioned by several major communications firms, including AT&T and Warner Amex Cable Communications, concludes that telcos may have an edge in marketing financial transactional services to the home. But the study also notes that cable is the better transmission vehicle for business data due to its broadband capabilities. **Leading the week, pages 16-20.**

Showtime-TMC merger

Viacom International president says if Justice Department gives the okay to the Showtime-Movie Channel merger, details on the restructured ownership, and possible marketing moves, could be released as early as the NCTA annual meeting next month. **Leading the week, pages 16-20.**

Lorimar sitcom for HBO

Home Box Office has signed an agreement with Lorimar to produce the pay service's first situation comedy, *Over Here, Mr. President*. In development for more than one year, the new series represents, executives say, new ground for pay TV contract negotiations. **Leading the week, pages 16-20.**

Viewer equity bill

Spurred by the increase in copyright royalty fees, Congressman Mike Synar (D-Okla.) has introduced a bill to exempt three distant independent television signals carried by any cable system. **Leading the week, pages 16-20.**

TWC sprucing up visually

Visual improvements are in the works at The Weather Channel; plans are being drawn to unveil a new set design and digital effects operation. **Page 24.**

QUBE ad unit formed

Warner Amex Video Ventures is designed to operate as rep firm and advisory service for sponsors buying ad time. **Page 53.**

ESPN to feed West Coast

Service plans to make its programming more readily accessible to Pacific and Rocky Mountain viewers via deal with Telstar Corp. **Page 57.**

Common carrier update

As more states look at the possibility of common carrier regulation of cable's enhanced services, a dormant issue heats up. **Page 65.**

About the cover

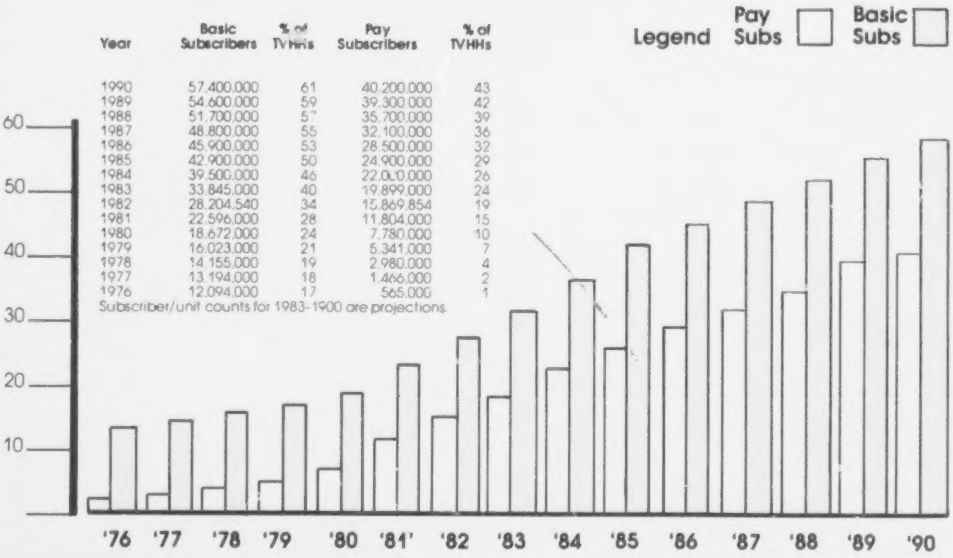
Photographer Richard Duncan caught the action at last year's Kentucky Derby. Some are saying you might be able to make bets from home—if telegambling becomes a reality. See story in *Plus*, page 44.

This week in PLUS

Pat Weaver, the man behind such network hits as the *Today Show* and *The Tonight Show*, moved on in the early '60s to a then unheard-of field—pay television. Weaver says he had the right idea and that if it weren't for problems with the movie studios, the venture would have been a success. And, he says, if the pay networks would stop programming down to viewers who know better, the profits would show a marked improvement. . . . The horses are at the gate, you've just placed a bet, and you sit back to watch the race. And you've never left your living room. Today, telegambling is furlongs away from the legal finish line. But some industry observers see at-home betting as an almost certain reality someday. And, some say, the potential revenues for cable are so attractive, it could be too good a deal to turn down. **Pages 29-52.**

Cable stats

Pay/Basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.

Cable barometer

Television households (TVHH)	83,400,000
Homes passed by cable (HP)	49,963,332
Percent of TVHH passed by cable	59.9%
Basic cable subscribers	28,623,377
Percent of TVHH with basic cable	34.3%
Percent of HP with basic cable	57.3%
Pay cable subs	16,300,000
Percent of TVHH with pay cable	19.5%
Percent of HP with pay cable	32.6%
Percent of basic subs with pay cable	56.9%

Figures are as of February 1983

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
ARTS (Hearst/ABC)	1
C-SPAN	19
Cable Health Network	17
Cabletext	6
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN Plus	16
Lifestyle (United Video)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Reuters News View	18
(SSS)	6
SCAN	6
Spotlight (Times Mirror)	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News	6
UPI Customized Cable News	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
BIZNET (Viacom)	15
Bravo (ESPN)	6
Financial News Network (CBS)	2
GalaVision (SIN)	23
National Christian Network (daytime)	7
Playboy (evenings)	7
QUBE (Warner Amex)	11
SPN	3
Time Teletext (HBO)	18
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable.
Satcom I-R—Launched April 7, 1983, transponders have not yet been allocated; operational June 1, 1983
Satcom II-R—Projected launch December 1983.

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network newsfeeds	8X
Hughes Television Network	1D, 1X
SelecTV (Wold Communications)	9X
Wold Communications	6D

Westar V (Western Union)	**Transponder**
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp	11X
The Disney Channel	5X, 6X
Group W Satellite Corp. (East)	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Satellite News Channel	8D
SelecTV	11X
UTV Cable Network	2X
Wold Communications	3D
WOR	2D

Galaxy I (Hughes Communications)—Projected launch June 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder holder.

Cable stats

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc[1]	2,255,000 (12/82)
2	American Television and Communications Corp	2,198,200 (3/83)
3	Group W Cable	1,876,991
4	Cox Cable Communications Inc	1,348,000 (3/83)
5	Warner Amex Cable Communications Inc	1,240,500
6	Storer Cable Communications	1,228,977 (3/83)
7	Times Mirror Cable Television	807,348
8	Rogers UA Cablesystems	733,225
9	Newhouse Broadcasting[2]	703,042
10	Viacom Cablevision	643,476 (4/83)
11	Continental Cablevision	641,000 (2/83)
12	United Cable Television Corp	552,027
13	Sammons Communications Inc	536,447 (3/83)
14	TeleCable Corp	389,836
15	Capital Cities Cable Inc	314,283 (11/82)
16	General Electric Cablevision	309,600 (3/83)
17	Cablevision Systems Development	302,000 (3/83)
18	Comcast Cable Communications	290,000
19	Heritage Communications Group	283,515
20	Liberty Communications	256,652 (3/83)
21	Jones Intercable Inc	244,703 (3/83)
22	Wometco Communications	238,942 (3/83)
23	Tele-Media	232,500 (4/83)
24	TCA Group	216,010
25	Daniels & Associates Inc	206,000
26	Multimedia Cablevision Inc[3]	201,246 (3/83)
27	Maclean Hunter Cable TV Ltd	195,964
28	Service Electric Cable TV Inc	189,500 (12/82)
29	Century Communications Corp	183,000 (12/82)
30	Colony Communications Inc	166,412
31	Centel Cable Television	155,545 (3/83)
32	Western Communications	153,095 (3/83)
33	Prime Cable Corp	146,037
34	Harris Cable Corp	144,708 (3/83)
35	Rollins Cable Vue Inc	137,300 (3/83)
36	Tribune Cable Communications	133,748 (3/83)
37	Sutton Capital Group[5]	120,409
38	Communications Service Inc	120,371 (3/83)
39	Midwest Video Corp	114,615 (12/81)
40	Cable America	112,657
41	Harron Communications Corp	109,734
42	Cable Vision Industries	106,451
43	Midcontinent Cable Systems	103,264 (4/83)
44	McCaw Communications	101,500 (12/82)
45	Adams-Russell Telecommunications	97,644
46	Buckeye Cablevision	97,510
47	American Cablesystems Inc	95,030
48	Communications Systems Inc	91,911
49	Armstrong Utilities	87,628
50	Cablentertainment Inc	86,812 (1/83)
51	Multi-Channel TV Cable Co	84,000 (9/82)
52	Televents Inc	83,008
53	McDonald Group	82,447 (4/83)
54	Southmedia Co	82,246
55	Falcon Communications	80,000 (3/83)
56	Buford Television	76,652 (7/82)
57	Perry Cable TV Corp	75,616
58	King Videocable Co	75,058
59	Summit Communications	73,569
60	Palmer Communications Inc	73,438
61	National Telecommunications Co	71,450 (4/83)
62	U.S. Cable Corp	70,000
63	The Essex Group	67,722 (4/83)
64	McClatchy Newspapers	69,692
65	Ultracom, Inc	67,000
66	WEHCO Video Inc	66,859
67	Acton Corporation	65,000 (3/83)
68	American Cable Television Inc	62,477
69	Booth Communications	61,800
70	Lenfest Group	60,451 (4/83)
71	Omega Communications	60,000 (12/82)
72	Joseph Gans	59,000
73	Omni Cable TV Corp	57,277
74	Consolidated Cable Systems	57,089
75	Harte-Hanks Communications	56,854
76	Pencor Services Inc	56,853 (12/82)
77	Total TV Inc	56,217 (1/83)
78	Marsh Media	51,299
79	Wabash Cablevision	50,700 (3/83)
80	The Daily Press	49,000
81	Clear TV Cable Corp	47,532 (10/82)
82	Selkirk Communications	45,574
83	Sonic Cable TV	45,444 (3/83)
84	Adelphia Communications	44,339
85	Greater Media	43,500
86	Susquehanna Broadcasting	41,350
87	National Cablesystems Inc	39,713
88	Hellicon Corporation	36,431
89	Matrix Enterprises	35,890
90	Combined Cable Corp	35,000
91	Jim R. Smith & Co	33,087
92	United Video Management	32,000
93	Cable Holding Inc	31,000
94	United Broadcasting Co	30,000 (3/83)
95	MultiVision Group	30,000 (3/83)
96	Cable Communications of Iowa	30,000 (3/83)
97	Southern Cablevision	29,138 (8/82)
98	Wisconsin Cablevision & Radio Co. Inc	28,620 (3/83)
99	Mid America Media	27,903 (1/83)
100	Mickelson Media	26,958

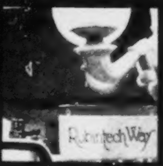
[1] Number is a company estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
[3] Includes Tar River Communications.
[4] Includes systems owned and with controlling interest.
[5] Includes owned and partially owned systems.

Note: All subscriber counts are as of 2/83 unless noted otherwise.

Top 100 systems

Rank	Location	Operator	Basic Subs
1	San Diego, Calif.	Cox Cable	221,585 (12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	189,000 (3/83)
3	Manhattan, N.Y.	ATC	169,250 (12/82)
4	Houston, Texas	Warner Amex	157,000
5	San Antonio, Texas	Rogers UA	154,090
6	West Orange, N.J.	Maclean Hunter	146,983
7	Wayne, N.J.	Rogers UA	117,417
8	Tulsa, Okla.	United Cable	104,583
9	Audubon, N.J.	NYT Cable	100,248
10	Erie County, N.Y.	Prime Cable	99,337 (3/83)
11	Austin, Texas	ATC	97,300 (12/82)
12	San Jose, Calif.	Gill Industries	94,808 (2/83)
13	Tidewater, Va.	Cox Cable	91,393 (12/82)
14	Cincinatti, Ohio	Warner Amex	88,000
15	Baltimore County, Md.	Caltec Cable	87,826 (3/83)
16	Central Islip, (Long Island) N.Y.	Viacom	86,295 (4/83)
17	Seattle, Wash.	Group W Cable	84,455
18	Jefferson Parish/Kenner, La.	Cox Cable	82,962 (12/82)
19	Orlando, Fla.	ATC	82,550 (12/82)
20	Toledo, Ohio	Buckeye Cablevision	78,811
21	Manhattan, N.Y.	Group W Cable	78,329
22	Memphis, Tenn.	ATC	78,025 (12/82)
23	Grand Rapids, Mich.	General Electric	75,600 (3/83)
24	Honolulu, Hawaii	ATC	73,650 (12/82)
25	Wilmington, Del.	Rollins Cable	73,000
26	Jacksonville, Fla.	ATC	72,975 (12/82)
27	San Diego, Calif.	ATC	72,350 (12/82)
28	Greater San Juan, Puerto Rico	Harris Cable	70,335 (3/83)
29	Wichita, Kan.	Multimedia Cable	70,108 (3/83)
30	San Francisco, Calif.	Viacom	69,801 (4/83)
31	Baton Rouge, La.	Daniels	67,000
32	Pittsburgh, Pa.	Warner Amex	65,400
33	Flint, Mich.	Comcast	64,000
34	Englewood, Colo.	United Cable	62,543
35	Suburban Rochester, N.Y.	People's Cable	61,607
36	Columbus, Ohio	Warner Amex	61,000
37	Seattle, Wash.	Viacom	60,884 (4/83)
38	Buffalo, N.Y.	Minneapolis Star	59,277
39	Monterey, Calif.	Western	59,031 (3/83)
40	Melbourne, Fla.	ATC	58,925 (12/82)
41	Snohomish County, Wash.	Viacom	56,329 (4/83)
42	Santa Monica, Calif.	Group W Cable	56,321
43	Santa Barbara, Calif.	Cox Cable	56,167 (12/82)
44	Jefferson County, Ky.	Storer	55,519
45	Akron, Ohio	Warner Amex	55,000
46	Allentown, Pa.	Twin County Cable	55,000 (1/83)
47	El Paso, Texas	Group W Cable	54,664
48	Harrisburg, Pa.	Sammons Comm.	54,276 (3/83)
49	Columbus, Ohio	Coaxial Comm.	54,200
50	Tacoma, Wash.	Cable TV of Puget Sound	53,795 (3/83)
51	Dade/Broward counties, Fla.	Storer	53,257
52	Pompano Beach, Fla.	American Cable TV	53,064
53	Boston Complex, Mass.	Warner Amex	53,000
54	Louisville, Ky.	Times Mirror	52,938
55	Binghamton, N.Y.	NewChannels	52,786
56	Charlotte, N.C.	ATC	52,350 (12/82)
57	Sarasota, Fla.	Storer	52,017
58	Kansas City, Mo.	ATC	51,525 (12/82)
59	Des Moines, Iowa	Heritage	51,295
60	Allentown, Pa.	Service Electric	51,000 (12/82)
61	Dallas Complex, Texas	Warner Amex	50,800
62	Cleveland, Ohio	Viacom	50,661 (4/83)
63	Canton, Ohio	Warner Amex	50,400
64	San Diego County, Calif.	Times Mirror	49,759
65	New Haven, Conn.	Storer	49,620
66	Hartford, Conn.	Times Mirror	49,392
67	St. Petersburg, Fla.	Group W Cable	49,154
68	Charleston, S.C.	Storer	48,561
69	Reading, Pa.	ATC	47,900 (12/82)
70	San Rafael/Marin County, Calif.	Viacom	47,696 (4/83)
71	Phoenix, Ariz.	American Cable Television	47,523 (1/83)
72	Peoria, Ill.	General Electric	47,000 (3/83)
73	Indianapolis, Ind.	Wabash Cablevision	47,000 (3/83)
74	Chattanooga, Tenn.	South Media	46,750
75	Port Arthur, Texas	Liberty	46,000 (3/83)
76	Jackson, Miss.	ATC	45,850 (12/82)
77	New Britain, Conn.	United Cable	45,708
78	Shreveport, La.	ATC	45,700 (12/82)
79	Eugene, Ore.	Group W Cable	45,678
80	Albany, N.Y.	ATC	44,525 (12/82)
81	Omaha, Neb.	Cox Cable	44,275 (12/82)
82	Bridgeport, Conn.	Southern Conn. Cable	43,951
83	Moline/Quint Cities, Ill.	Cox Cable	43,834 (12/82)
84	Oklahoma City, Okla.	Cox Cable	43,793 (12/82)
85	Scranton, Pa.	Verto Cable TV	43,750
86	Bakersfield/Kern Co., Calif.	Warner Amex	43,400
87	Overland Park, Kan.	TeleCable	43,385
88	Spokane, Wash.	Cox Cable	43,257 (12/82)
89	Westchester County, N.Y.	Rogers UA	43,130
90	Birmingham, Ala.	ATC	42,950 (12/82)
91	Atlanta, Ga.	Cable America	42,633
92	Lincoln, Neb.	MetroVision	42,527
93	Winston-Salem, N.C.	Summit Communications	42,353
94	Lansing, Mich.	Continental	42,300
95	Brookhaven (Long Island), N.Y.	Rogers UA	41,883
96	DeKalb County, Ga.	Cable America	41,658
97	Albuquerque, N.M.	Tribune Cable	41,575 (3/83)
98	Concord, Calif.	Western	41,488 (3/83)
99	Branford, Conn.	Rollins Cable	41,300
100	Rockford, Ill.	R.R. Donnelley & Sons	41,091

NOTE: All subscriber counts are as of 2/83 unless otherwise noted.



- 'Hands on' SCTE Cable-Tec Expo clicks
- Lobbying heats up in Senate on S. 66
- 'Terry Fox' heads HBO's made-for action
- TNN ratings, advertisers after three months

CableVision™

The news and features weekly of the cable television industry May 23, 1983 $3.00

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Consulting: New Directions

Archer Taylor and Martin Malarkey

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PLUS Texscan: the future with GTE Sylvania

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Eric Fryer and Robert Duvall in 'The Terry Fox Story.'

HBO's made-for-pay movie

HBO presents *The Terry Fox Story*, its first made-for-pay movie, with $50-$75 million budgeted for 1984's crop of made-for films. The expenditure will allow the company to fulfill its plan of offering two new made-for features per month, beginning next year. **Page 24.**

United-Tribune not budging

It appears likely that United-Tribune of Sacramento, Calif., that city's successful bidder for its 306,000 home franchise, will not be building the system after all. As of late last week, company officials stated that they were unwilling to budge on their demand for a change in several key provisions of the franchise agreement. **Leading the week, pages 15-18.**

AMEX, Videodial team up

The travel-related services of financial giant American Express—half-partner in Warner Amex Cable—teams up with Videodial Inc. of New York in what is described as Amex's "first step" in exploring the potential of becoming a videotex information provider. **Leading the week, pages 15-18.**

Canadian convention opens

Canadian cable operators gather in Calgary, Alberta, this week for their trade association's national convention. About 1,500 people are expected to attend; pay and enhanced services are the principal discussion topics. **Leading the week, pages 15-18.**

S. 66 battle builds

With a Senate vote pending on cable bill S. 66, Capitol Hill became a lobbying battleground. An amendment was offered to appease telephone company worries, and dissident city administrators met to map their plans. **Leading the week, pages 15-18.**

MCI-cable ties expanding

Successful interface experiment with Cox in Omaha, Neb., spurs MCI to seek new Cablephone tie-ins with MSOs, beginning with Cable Atlanta. **Leading the week, pages 15-18.**

TNN outlook positive

The country music-oriented network is attracting advertisers, drawing sizeable audiences and boasting 795 system affiliates representing a potential audience of 7.2 million. **Page 35.**

Marquest figures laud cable

The audience research firm's figures indicate that ad-supported cable networks airing on Tulsa Cable earn ratings competitive with broadcast TV outlets. **Page 38.**

Publisher enters DBS race

American Satellite Television Network, a new Los-Angeles-based company backed by publisher Rupert Murdoch, is competing with USCI for "early entry" with plans to begin service next year. **Page 67.**

Teleport irks Warner Amex

Warner Amex claims Merrill Lynch-Western Union satellite communications center is treading on cable's terrain. **Page 71.**

NLC, MSLF square off

Cynthia Pols, Chip Mellor debate First Amendment rights, rule of cities in cable's development. **Page 76.**

Distant signal litigation

Cox Cable in Virginia begins legal action against three adjacent franchise communities over CRT rate increases, continued distant signal service. **Page 76.**

Cable-Tec Expo Wrapup

The SCTE's three-day conclave proved to be a practical hardware show, with a much needed hands-on emphasis. **Page 79.**

About the cover

Archer Taylor and Martin Malarkey head up Malarkey-Taylor Associates, the cable consulting firm that claims to be the oldest one around. Photo by Craig Leddy. Story on p. 46.

This week in PLUS

Ask them—they know. Cable's consultants dole out advice on a wide range of issues—from marketing to management, from refranchising to system sales and financing. Various consultants review their roles in the industry and assess where cable's been and where it may go. . . With its GTE Sylvania purchase, Texscan doubles its inventory—and hopes to do the same with profits. Today, the two companies occupy just about the same position in the hardware market. But the inventory lists complement each other, rather than compete with each other. Adding them together may make Texscan a formidable force in cable manufacturing. Pages 43-66.

National cable advertising

This chart lists national advertising sales by the basic cable networks during May 1983. The sales listed in the April 25, 1983, CableVision represented sales during April 1983.

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H.J. Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
Campbell Soup (R)
Carson Products (R)
Coca Cola (R)
Columbia Pictures (N)
Kraft (R)
Mobil Oil (R)
Pepsico (R)
Philip Morris (7-Up) (N)*
Procter & Gamble (R)
Time Inc. (R)
U.S. Army (R)
U.S. Coast Guard (R)
Walt Disney (N)
Westinghouse (R)
Wrigley's (R)

C-SPAN
American Postal Workers Union (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Home Products (R)
Brown Shoe (N)
Cheeseborough-Ponds (N)
Gerber (N)
J.C. Penney (R)
Kal-Kan (R)
M&M Mars (R)
Mennen (N)
Mobil Oil (N)
Philip Morris (N)
Playtex (N)
Publishers Clearing House (N)
Quaker Oats (Fisher Price) (R)
Questar (R)
Raytheon (N)

Cable Health Network
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler (R)
Combe (R)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
K-Tel (R)
Kodak (R)
Lever Brothers (R)
Libby (R)
Miles Labs (R)
Norelco (R)
Philip Morris (N)
Procter & Gamble (R)
Warner Lambert (R)
Weight Watchers (R)

Cable News Network
Ace Hardware (R)
Admiral (R)
Allen Products (R)
Aloe (N)
American Home Products (R)
Archway (N)
Banfi (R)
Car Quest (R)
Citizen Watch (R)
Colgate-Palmolive (R)
Colombian Coffee (R)
Communications Image (R)
Dow Jones (R)
Dunlop (R)
Esmark (R)
Europecraft (N)
Florida Citrus Commission (R)
Ford (R)
General Foods (R)
Gusto Records (N)
Hyatt Hotels (R)
J.C. Penney (R)
Jamaica Tourism (R)
Jeffrey Martin (R)
Johnson & Johnson (R)
Lanier (R)
Lennox (R)
Morton Norwich (R)
Nabisco (R)
Norelco (R)
Norton-Simon (R)
Phillips Petroleum (R)
Proctor & Gamble (R)
Quaker Oats (R)
Quantas Airlines (R)
Ralston Purina (R)
Savings & Loan (R)
Sears (R)
Shell Oil (R)
Silver Eagle (R)
Sterling Drug (R)
Tandy (R)
Time Inc. (R)
U.S. Postal Service (R)
Urban General (R)
Warner Lambert (R)
Wausau Insurance (R)
Weed Eater (R)
Wrigley's (R)

CNN Headline News'
Aloe (N)
Amway (R)
Bike (R)
Clorox (R)
Coca Cola (R)
Colonial Penn Insurance (R)
Dow Jones (R)
Dunlop (R)
Duracell (R)
Ford (R)
General Mills (R)
General Motors (R)
Ginsu (R)
Jeffrey Martin (R)
Lennox (R)
Phillips Petroleum (R)
Radio Shack (R)
Time Inc. (R)
Union Carbide (R)
Urban General (R)
Vitamix (R)
Wausau Insurance (R)
Weed Eater (R)
Winn Dixie (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co. (R)
Bandai America (R)
Boehringer/Ingelheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (N)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News'
Berlitz (N)
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
Adria Labs (N)
Arnold Industries (N)
Berkshire Enterprises (R)
Block Drug (R)
Bloodhorse Magazine (N)*
Bristol Meyers (R)
Calder Race Track (N)*
Carquest (N)
Carter Wallace (R)
Champion Labs-Interlee (N)*
Chrysler (R)
Clorox (N)
Cobra Golf Equipment (N)*
College Sports Magazine (N)*
Columbia Pictures (N)
Dow Jones (R)
Firestone (R)
Gainsway Farms (N)*
Hyatt Hotels (N)
IBM (R)
International Hot Rod
  Association (R)
Johnson & Johnson (N)
K-Mart (N)
Nabisco (R)
NFL Properties (R)
Qantas Airways LTD (R)
Reed Union (N)
Reny Roker Enterprises (N)
R.J. Reynolds (N)
Rolex (R)
Sears (R)
Shell Oil (R)
Soloflex (R)
Sports Mirror Magazine (N)*
Super 8 Hotels (N)
Union Carbide (N)
Wilson (N)

Financial News Network
American Express (R)
American Monetary Association (N)
Andrew Peck (R)
Artmark Sculptures (R)
Blanchard Communications (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Colonial Penn Insurance (R)
Commodities (R)
Dial Media (N)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fidelity Brokerage (R)
Fisher Stereo (R)
Forbes (R)
Franklin Mint (R)
FXC (R)
General Motors (R)
Great Western International (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
John Nuveen (R)
Keystone Mines (R)
Kiplinger (R)
Kroy (R)
Las Vegas Dunes Hotel (R)
Lind-Waldock Commodities (R)
Lowes Hotel (R)
Mabon Nugent (N)
McGraw Hill (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
Novation Corp. (N)
OTC Review (R)
Paulson Investment (R)
Philadelphia Stock Exchange (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Russo Securities (R)
Research Magazine (R)
Savings and Loan Association (R)
SRS Investments (N)
Standard and Poors (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Tennis Magazine (N)
Technology Illustrated (R)
Telmarc Inc. (R)
Time Inc. (N)
Tri Fund (R)
United Business Services (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

The Nashville Network
American Dairy Association (N)
Bradford Exchange (N)
Chrysler (R)
Columbia Pictures (N)
Eastman Kodak (R)
Eicoff (R)
Europe/Kraft Imports (N)
Ford (R)
General Motors (R)
Global Life & Accident
  Insurance (R)
Gusto Records (R)
International Broadcasting (N)*
Martha White (R)
National Life & Accident
  Insurance (R)
Neva Products (N)
Playboy (R)
R.J. Reynolds (R)
Sears (R)
Serenity Distributors (N)*
Smith Advertising (N)
Stroh (R)
Time Inc. (R)
Triangle Publications (N)
U.S. General (R)
Vista Marketing (N)
Vitamix (R)
Westwood Promotions (N)

SIN
Bendix (Fram) (R)
CPC International (R)
Ford (R)
General Foods (R)
Goodyear (R)
Hall's (R)
J.C. Penney (R)
McDonald's (R)
Pepsi Cola (R)
Sears (R)
Sterling Drug (R)
U.S. Coast Guard (R)
Warner Communications (R)
Warner Lambert (R)

SNC
American Motors (R)
Charles Schwab (R)
Clorox (R)
Colonial Penn Insurance (N)
Continental Insurance (N)
Crain Communications (R)
Dow Jones (R)
Eastman Kodak (R)
Fidelity Insurance (R)
Ford (R)
General Motors (R)
Georgia Pacific (R)
Harvard Business Review (N)
Harvard Medical School (N)
International Broadcast
  Industries (N)
ITT (N)
Jeffrey Martin (R)
Kroy (N)
Lennox (N)
Manville Corp. (R)
MGI Strength (N)*
Medical Economics (N)*
Mico Productions (N)*
National Express (N)*
Neva Products (N)
Pfizer (R)
Phillips Petroleum (R)
Radio Shack (R)
Ralston Purina (R)
Reese Publications (N)*
Smithsonian Magazine (N)
Suffolk Marketing (N)
Time Inc. (R)
Union Carbide (R)
Union Fidelity (R)
Vista Marketing (N)

Cable stats

Wall Street Journal (N)
Weber Grills (R)
Westwood Promotions (N)

SPN
Allied Corp. (R)
American Photographer (R)
Best Western Hotels (R)
Bristol Myers (R)
Celanese Fabrics (R)
Eastern Airlines (R)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (R)
Grolsch Beer (R)
Heineken (R)
Hong Kong Tourist Association (N)
*KIM Airlines (R)
*Kahima Corp. (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
*Nippon Denson (R)
Norsk Hydro (R)
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paul Hansen (R)
Penn House Furniture (R)
Philip Morris (R)
Proctor & Gamble (R)
Regent International Hotels (N)*
Sagawa Express (R)
Savings and Loan Association (R)
Serol Hair (R)
Sheraton (R)

Singapore Airlines (N)
Tsingtao Beer (N)
TV Guide (R)
Weed Eater (N)

TeleFrance
Air France (R)
American Fur (R)
Book of the Month Club (R)
Chanel (R)
French Food and Wines (R)
Galeries Lafayette (R)
Metropolitan Opera Guild (N)*
Yves St. Laurent (R)

USA Network
Activision (N)
Allen Products (N)
Allied Corp. (R)
American Home Products (R)
Anheuser-Busch (R)
Armour-Dial (R)
Arnold Industries (R)
Castle & Cook Foods (R)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (N)
Communications Workers
  of America (R)
Cooper (Hockey Equipment) (R)
CPC International (N)*
Dannon (N)
Dupont (N)
Duracell (R)
Eastman Kodak (R)
Esmark (R)

Foodways National (N)*
Ford (R)
The Gap (R)
General Foods (R)
General Mills (R)
General Motors (R)
Goodyear (R)
Hanes (R)
Holiday Inns (R)
Hyatt Hotels (N)
Johnson & Johnson (N)
K-Tel (R)
Kellogg's (R)
Kemper (N)
Kimberly-Clark (R)
Lever Brothers (R)
Levi Strauss (R)
Mattel (R)
McDonald's (R)
Minolta (R)
Mobil (R)
Nestle (R)
Norelco (R)
Noxell (R)
Orion Pictures (R)
Owens-Corning (R)
Paramount Pictures (R)
Philip Morris (Miller) (R)
Phillips Petroleum (R)
Playtex (R)
Reynolds Metals (N)
Schieffelin (R)
Scott Paper (R)
Thompson Medical (R)
Warner Lambert (R)
Weed Eater (R)

Wrigley's (R)

The Weather Channel
3M Corp. (N)
California Tree Fruit (N)*
General Motors (R)
Hyatt Hotels (R)
Philip Morris (N)*
Shell (N)

WTBS
Block Drug (R)
Buena Vista Distribution (R)
Chattem Drugs (R)
Conwood Corp. (N)
Day's End of America (R)
General Mills (R)
General Motors (R)
Johnson & Johnson (R)
K-Tel (R)
Linell Leisure (R)
Mastercard (R)
Michelin (R)
National Liberty (R)
NFL Properties (N)
Norcliff Thayer (R)
Panasonic (R)
Procter & Gamble (R)
Sterling Drug (R)
STP (R)
Stroh's (R)
Time Saver's Inc. (R)

¹ first time in Cable stats.
* New to network advertising
R denotes renewal client
N denotes new client.

Cable services subscriber counts

Satellite-fed basic services	**Affiliates***	**Subscribers***	**% change in subs from 3/30**	
ACSN The Learning Channel	396	3,057,642	+5.8	
AP Cable News	445	4,700,000	NC	
ARTS (Hearst/ABC)	1,625	9,500,000	NC	
Black Entertainment Television (BET)	180	3,700,000	+5.7	
Cable Health Network (CHN)	1,028	10,282,777	+2.8	
Cable News Network (CNN)	3,369	19,159,000	NC	
CNN Headline News	476	3,516,617	6	
C-SPAN America's Network	1,000	13,000,000	NC	(1/83)
CBN Cable Network	3,830	20,770,000	+1.5	
Daytime (Hearst/ABC)	671	9,200,000	NC	
Dow Jones Cable News	110	1,115,000	+.04	
Electronic Program Guide (EPG)	75	1,109,464	NA	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,733	22,238,479	2	
Eternal Word Television Network (EWTN)	72	1,124,000	NC	
Financial News Network (FNN)	758	7,704,527	NC	(1/83)
Modern Satellite Network (MSN)	459	7,805,020	+1	
Music Television (MTV)	1,500	12,000,000	NC	
The Nashville Network (TNN)	725	7,500,000	NC	
National Christian Network (NCN)	92	1,421,647	+7.5	
National Jewish Television (NJTV)	114	2,446,735	NA	(2/83)
Nickelodeon	2,450	11,400,000	NC	
PTL Satellite Network	725	7,500,000	NC	
Reuters Monitor Service	15	5,000	NA	
Reuters News View	375	3,500,000	NA	(8/82)
Satellite News Channel (SNC)	557	5,700,000	NA	(3/83)
Satellite Programming Network (SPN)	375	5,600,000	+1.8	
SIN Television Network	199	25,531,400	NC	(2/83)
Trinity Broadcasting Network	245	2,874,000	NC	(2/83)
UPI NewsCable	485	NA	NA	
USA Network	3,400	17,000,000	NC	
The Weather Channel (TWC)	540	8,300,000	NC	
WGN	3,976	11,084,783	NA	(2/83)
WOR	796	4,703,757	+1.9	
WTBS	5,214	25,823,000	NC	

Satellite-fed basic audio services

KKGO-FM	3	100,000	NA	
Lifestyle	127	1,066,400	+6	
Moody Bible	23	316,723	+2.5	
Satellite Radio Network	40	NA	NA	(1/83)
SCAN	8	100,000	NC	(2/83)
Sunshine Entertainment Network	3	21,000	NA	
WFMT	168	912,997	NA	(12/82)

Satellite-fed pay services

Bravo	70	100,000	+2	
Cinemax	1,600	2,000,000	NA	(2/83)
The Disney Channel	425	100,000	NA	
EROS	22	200,000	NA	(2/83)
GalaVision	160	125,000	NA	(1/83)
Home Box Office (HBO)	4,500	11,500,000	NA	(2/83)
Home Theater Network Plus (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,350	2,350,000	NC	
ON TV	3	452,995	NA	
The Playboy Channel	240	420,000	+7.4	
Selec TV	35	215,000	NA	
Showtime	2,400	4,000,000	NC	
Spotlight	231	750,000	NC	

Regional entertainment services

Atlanta Interfaith	8	123,000	NC	
Atlantis Entertainment Network	3	7,200	NA	(1/83)
Bay Area Religious Channel (BARC)	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	
Festival-The Texas Cable Network	1	110,000	NC	
Home Sports Network (Dallas)	NA	NA	NA	
Home Sports Network (Houston)	NA	NA	NA	
Home Sports Network (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	(2/83)
Madison Square Garden	49	1,400,000	NC	
Newsday Cable	1	190,000	NA	
Off Track Betting (OTB) (Upstate New York)	13	NA	NA	(3/83)

[illegible]	**Affiliates***	**Subscribers***	**% change in subs from 3/30**	
PRISM-Philadelphia	86	339,489	+1	
Sonics Superchannel	10	23,500	NA	(1/83)
SportsChannel (New England)	28	20,000	NC	(2/83)
SportsChannel (New York)	30	273,445	NC	(2/83)
SportsVision	12	7,000	NC	
Video Music Channel	16	100,000	+1	
Z-Channel	16	88,664	NC	

Announced regional services	**Expected launch**
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Season Ticket	TBA
Super Sports Network	TBA
Tele Scripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	**Expected launch**
Aimi Group Network	TBA
The Aloha Network (Lewmark Productions)	TBA
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	2nd quarter 1983
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch TBA
Comedy Entertainment Network (CENTS)	9/83
The Community Channel	2nd quarter 1983
The Disney Channel	4/18/83
Episcopal TV Network	TBA
Good Evening Movie Service (GEMS)	launch TBA
Group W Cable Sports Network	TBA
Home Music Store	1984
Kidvid Network	1/84
Rock 24 (Lewmark Productions Music)	TBA
Magicable	3rd quarter 1983
National Jazz Network	launch 6/83
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Penthouse Television Network (PET)	TBA
The Pleasure Channel	late summer 1983
Reserved Seat Video Productions (RSVP)	5/20/83
Satellite News Channel II	4th quarter 1984
The Silent Network	2nd quarter 1983
The Silent Network/National Captioning Institute Text Service	TBA
Sitcom Channel (Channeltainment)	1st quarter 1985
SPN/Classic Movie Network	2nd quarter 1984
SPN/How-to Network	2nd quarter 1984
SPN/Financial-Religious Network	2nd quarter 1984
SPN/International Network	2nd quarter 1984
Spanish Universal Network	4th quarter 1983
Sunshine Cable (audio)	2nd quarter 1983
UTV Cable Network	2nd quarter 1983
Video Concert Hall	TBA
WSB-TV Cable News	5/16/83
Window	TBA
The Work Channel (Lewmark Productions)	TBA

Non-satellite-fed national basic services

Fuji Network	5	4,600	NA	
PlayCable	18	NA	NA	
The Pleasure Channel	18	15,000	NC	(4/83)

Announced Non-satellite-fed national basic services	
CableShop	9/1/83
The Games Network	9/83

All subscriber and affiliate counts are as of 4/30/83 unless otherwise indicated
NA indicates not available
NC indicates no change
1 Indicates newly launched service
2 Total SIN reach. Total Spanish-speaking households 3,075,900
3 Figures are company approximations
4 Cable subscribers only, total homes receiving signal 30,000
5 Recount of subscribers and/or affiliates

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p.4, 71-72.

- Lewis moves to streamline Warner staff
- MTV charges affiliate fees; Nickelodeon in ad game
- Falcon wins Pasadena with 500 MHz bid
- Senate postpones vote on S. 66 to mid-June

CableVision™

The news and features weekly of the cable television industry May 30, 1983 $3.00

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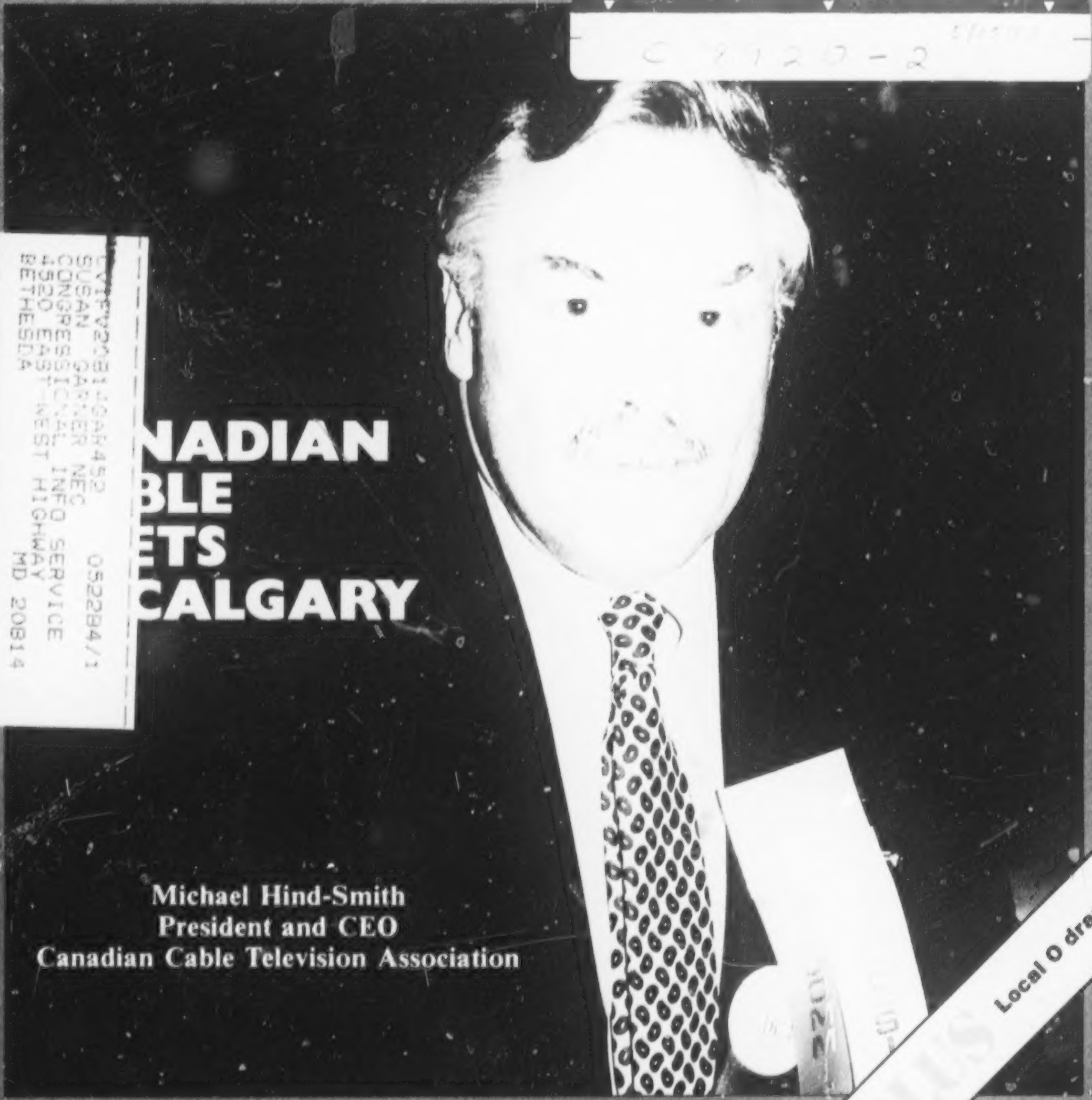

NADIAN
BLE
ETS
CALGARY

Michael Hind-Smith
President and CEO
Canadian Cable Television Association

PLUS Local O drama

CV1PV20814GAR452 052284/1
SUSAN GARNIER NEC
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

CableVision May 30, 1983. Volume 8, Number 38

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BPA

Ted Rogers, vice chairman and CEO of Rogers Cablesystems Inc., was the keynote speaker at the 26th annual convention of the CCTA (See 'Newswire').

Canadian cable show

Signal theft and specialty networks are hot topics at the Canadian Cable Television Association's annual meeting in Calgary, Alberta. **Leading the week, pages 14-16**.

More pink slips

Further staff cuts are to come at Warner Amex in the wake of the 57 cutbacks at NYC headquarters, says chief Drew Lewis. But total pink slips won't come near the much-mentioned 200 mark, he adds. **Leading the week, pages 14-16**.

Putting WASEC in the black

MTV announced plans to start charging an affiliate carriage fee for its popular rock/new wave service; sister children's channel, Nickelodeon, announced plans to take advertising starting later this year. Both moves are part of a strategy to put Warner Amex joint venture in the black. **Leading the week, pages 14-16.**

Playboy Channel dropped

After only two nights of Warner Amex's Cincinnati system, programmers dropped The Playboy Channel, citing technical glitches. Playboy wants back on. Did "anti-porn" pressure do the channel in? The system denies that was the case. **Leading the week, pages 14-16**.

Falcon 500 wins Pasadena

Los Angeles City Council awarded a franchise to Falcon Communications to build the nation's first 500 MHz cable system in the 46,000-home community of Pasadena. **Leading the week, page 19**.

Cinemax saves 'SCTV'

In the first phase of a format change aimed at using original programming to attract a younger audience, Cinemax has signed for 18 new episodes of the satire comedy *SCTV Network*. **Leading the week, page 19**.

'Diabetes: Update '83' to air

The informathon, a program concept using styles of the telethon and documentary, returns to Cable Health Network next month. **Page 24**.

CCM goes national

The program and cable guide publisher has decided to market its major industry publication, *Cable Monthly*, to national advertisers for the first time. **Page 51**.

Small systems piracy

Theft of service due to cable-ready television sets may be a minor problem for the industry as a whole, but the problem is adding up to a significant revenue loss for the small cable system operator. **Page 52**.

Viewer sues for X-rated rights

In the community of Vernon Hills, Ill., a viewer is suing the cable system, mayor and village manager because of their refusal to show X-rated films over the cable system. **Page 58**.

Attack on signal theft

Francis Fox, Canada's minister of communications, announced a proposed regulation relaxing certain requirements for licensing receive-only earth stations. **Page 58**.

About the cover

Michael Hind-Smith, president and CEO, Canadian Cable Television Association. Photo by Craig Leddy.

This week in PLUS

Local cable is making a return to the stage. Small systems don't have the funds to produce the type of theater that can be done nationally, but homegrown drama is making a cable entrance via local origination and public access channels. The productions cut costs by doing everything from taping in the middle of the night to borrowing costumes from historical societies. Some predict that this is just the beginning and that non-union experimental theater will become a growing force in cable. . . Entertaining how-to programming is the rule rather than the exception at Caravatt Communications. The group takes a fresh approach to cable— its sports how-tos have national sponsors and air on ESPN. The next step is mass-marketing extended version videocassettes. With the company's president long-time marketer Paul Caravatt, the emphasis on marketing is not surprising. Pages 27-50.

Program producers

The following is a list of companies involved in the production of programming for the cable TV industry. The remainder of this list will run in the following issue(s).

ABA Productions Ltd.
(312) 276-1400
24 Elm St.
Melrose Park, Ill. 60162
Personnel: Anthony Finocchio, president
Film-video producer of "33 Brompton Place;" two titles in pre-production

Alan Belkin Productions
(213) 276-4065
148 S. Beverly Dr.
Suite 200
Beverly Hills, Calif. 90212
Personnel: Alan Belkin, president/executive producer; Martin Weiss, vice president, creative affairs
Independent producer of programs for cable and broadcast as well as feature length films for theatrical and television. For cable: "Just Desserts," a 1/2-hour comedy series featuring Hitchcockian-type twists; "What's It Like?" a 1/2-hour series of human interest stories about unique careers; "Going Home," a series that brings famous Americans back to their hometown roots; and "Crackers," a 1/2-hour comedy-variety series.

Alan Landsburg Productions
(213) 473-9641
1554 S. Sepulveda Blvd.
Los Angeles, Calif. 90025
Provides programming for broadcast and cable television

Alvin H. Perlmutter Inc.
(212) 935-2555
31 W. 57th St.
New York, N.Y. 10020
Personnel: Alvin Perlmutter, president
Provides programming for cable and broadcast TV.

Amberley Associates
(513) 984-8833
8660 Lynnehaven Dr.
Cincinnati, Ohio 45236
Personnel: Ahron Leichtman, president; Ida Leichtman, vice president
Consultant specializing in television and film production, promotion and distribution; television packaging and promotion.

Andrew John Stewart/Communications
(504) 866-1033
238 Moqueur Lane
New Orleans, La. 70118
Personnel: Andrew John Stewart, president/sales manager, Tom Grosscup, vice president; Stefane Henry, general manager
Broadcast and CATV production and programming, original programming to fulfill local production obligation.

Anthony Associates
(304) 722-5383
P.O. Box 4047
Saint Albans, W. Va. 25177
Personnel: Harry Anthony, president and general manager; Claudia Fisher, vice president; Jim Thomas, sales manager
Local TV productions—sports, religion, legal, commercial, industrial—video editing, on location capabilities, dubbing, programming consultants, local, national, satellite, marketing, advertising and promotions.

Arts Video Entertainment Inc.
(212) 864-6365
113 W. 9th St.#4-R
New York, N.Y. 10025
Personnel: Jason Starr, president
Producer of independent programming for cable television.

Atlantic Richfield/Arco
(213) 486-2740
515 S. Flower St.
Los Angeles, Calif. 90052
Programming including energy update, a 20-minute free electronic news magazine provided for cable television.

Atlantic Television Inc.
(213) 859-8460
9000 Sunset Blvd. #900
Los Angeles, Calif. 90069
Personnel: Dana Jonathan, vice president, programming; Meyer Schwarzstein, director pay TV sales; Pat Fumare, director programming
Independent program producer and distributor. Currently in production is "Likely Stories" episodes 2, 3, 4 a made-for pay comedy series produced in association with Imagination Productions.

Automart
(305) 844-2578
636 U.S. Highway 1
P.O. Box 14006
West Palm Beach, Fla. 33408
Personnel: Gary Brown, president; Stephen Spalter, vice president
A locally produced shopping program that showcases cars, boats, trucks, motorcycles and almost anything else with wheels; made for cable television

Bardon & Associates
(213) 378-3633
4421 Via Pavion
Palos Verdes Peninsula, Calif. 90274
Personnel: Charlotte Parker, marketing manager
Produces "The Picture of Health," a daily 1/2-hour show with news-magazine format; co-hosts are Don Chelew and Barbara Herlocker; appears on SPN.

Barry & Enright Productions
(213) 277-3414
1888 Century Park East
Los Angeles, Calif. 90067
Personnel: Jack Barry, executive producer; Dan Enright, executive producer
Production completed in November 1982 of "Nipsey Russell's Juvenile Jury," a 20-episode series for BET where kids give advice to kids.

Bergman-Harris Production
(212) 757-7921
850 Seventh Ave.
New York, N.Y. 10019
Personnel: Paul Harris, producer; David Bergman, producer
Produces for cable, STV and broadcast television; some programs include "It's Rock & Roll," "The Playboy Follies" and "Now Showing."

Best Film & Video Corp.
(516) 487-4515
98 Cuttermill Rd. #336
Great Neck, N.Y. 11021
Personnel: Roy Winnick, president
Completed production of "Celebrity Cooking" and "Sportsview," starring Jimmy Brown; several other projects are under consideration for both cable and TV syndication. The company also is a supplier of programming to the cable and television markets currently offering "Bruce Lee Theatre," a package of 10 martial arts films; "Frightful Flicks," a package of 10 horror and suspense films; "Best One," a package of general lease films.

Bill Burrud Productions
(213) 937-0300
1100 S. LaBrea Ave.
Los Angeles, Calif. 90019
Personnel: Gerald L. Ohesse, vice president; John Burrud, executive vice president
Producer for broadcast and cable; programs include "The Amazing World Specials" and "Animal World."

Blue Marble Co.
(212) 541-8305
40 W. 57th St.
New York, N.Y. 10019
Personnel: Dale Glickman, producer
Programs under production include "Witches Sister" a 70-minute children's program; "Do Me a Favor, Don't Vote for My Mom," 50 minutes, and "These are the Good Old Days," a 20-minute public service light drama. All are for cable television.

Bob Stewart Productions
(212) 977-7610
250 W. 57th St.
New York, N.Y. 10019
Personnel: Bob Stewart, executive producer; Anne Marie Schmitt, producer
Independent program producer for cable and commercial TV.

Bonneville Productions
(801) 237-2334
130 Social Hall Ave.
Salt Lake City, Utah 84111
Personnel: Craig Huler, English marketing
Provides programming to cable systems both complete recorded productions and live programming

Brandman Productions Inc.
(213) 463-3224
2062 N. Vine St.
Los Angeles, Calif. 90068
Production organization that has provided HBO with between six and eight "Standing Room Only" programs.

CNB-TV
(212) 794-3260
49 E. 68th St.
New York, N.Y. 10021
Personnel: Paul Stafford, president; Pat Ruggieri, executive vice president; Charles Post II, operations manager
Studio production and post production facility with permanent satellite transmit and receive capability; independent production and distribution; "Beyond the Horizon US/Japan Magazine," 52-week series; videoconferencing and program syndication.

Cable Films
(913) 362-8375
Country Club Station
Country Club Village, Mo. 64113
Personnel: Herbert Miller, president; Todd Randall, operations manager
Provides motion pictures, newsreels, documentaries and adult programming to stand-alone systems, pay cable and local origination channels; all programming available in all formats—1" videotape, 16mm film, 3/4" U-Matic cassettes and 1/2" VHS or BETA; complete inventory of 250 motion pictures available to foreign markets in PAL, SECAM or NTSC videotape formats; marketing and advertising assistance plus duplication facilities are also available in Kansas City.

Capricorn Entertainment
(213) 760-7874
11350 Ventura Blvd.
Studio City, Calif. 91604
Personnel: Don Azars, president; Andy Belling, executive vice president
Produces for any media; representative programs include "Computer Warehouse," "Hollywood International" and "Crisis Counseler" (for Cable Health Network).

Centerpoint Productions
(213) 850-1250
3575 Cahuenga Blvd. West
#455
Los Angeles, Calif. 90068
Personnel: Jim Rich, vice president of cable/executive producer
Produces variety programs for cable, including a yoga special with MCA Universal Disk and Cassette, and a set of six miniseries with a comic theme.

Charisma Productions
(305) 426-8228
440 S. Federal Highway
#9C
Deerfield Beach, Fla. 33441
Personnel: Kay Olson, president
Independent program producer and distributor of independent film and video projects to cable and foreign markets. SPN premiered "Inside Golf", a nine-week series in summer of 1982; "Tennis Anyone?", a 13-week sports instruction show has been aired; "2Cosmic Rock," a weekly rock series highlighting new talent for SPN; other programs are in production.

The Chesler Producing Corp.
(213) 665-6983
8307 W. 4th St.
Los Angeles, Calif. 90048
Personnel: Lewis Chesler, president executive producer
Produces variety shows with mass appeal; plans dramatic anthology in the future; some productions include "Crystal Gayle in Concert" and "Red Skelton's Funny Faces Part III".

Chromatic Communications Corp.
(212) 581-2660
23 E. 10th St. #704
New York, N.Y. 10003
Personnel: Robert Lieberman, president; Lloyd Segan, director of development; Mario Newman, director of marketing
Producers and distributors of cable programming.

Chrysalis Visual Programming
(213) 550-0171
9255 Sunset Blvd.
Los Angeles, Calif. 90069
Personnel: Linda Carhart, vice president; Jon Monday, sales manager
MTV has aired three programs: "Hewey Lewis Live at the Country Club", "Blondie," and "Jethro Tull." "Pat Benatar" is under production with completion set for January or February 1983.

Coe Film Associates Inc.
(212) 831-5355
65 E. 96th St.
New York, N.Y. 10028
Personnel: Bernice Coe, president; Mignon Levey, sales
Distributor of short films and documentaries to television in US—library of over 7,000 films in over 80 categories for children and adults, 80 categories for children and adults, general audiences, family, educational and instructional television, network, commercial stations, PBS, pay and basic cable.

Columbia Pictures Pay TV
(213) 954-1023
Columbia Plaza South
Burbank, Calif. 91505
Personnel: Tony Lynn, senior vice president; Richard Rosen, director feature film marketing
Independent program producer and distributor of Columbia releases to pay cable and STV.

Communications Resources L P
(203) 629-1500
45 Field Point Rd.
Greenwich, Conn. 06830
Personnel: Steve Kahn, managing partner
Original cable programming for both basic and pay cable networks—representative example: "Fundamentals" for ESPN; development of advertiser-supported series and specials for cable—representative example: "Harry Gant's Drive To Win" for U.S. Tabacco Co.; development of exclusive, proprietary local orgination marketing/programming format for cable systems and MSOs; independent producer, owned in part by Whitcom Investment Co., producing exclusively for basic and pay cable.

Computer Video Productions Inc.
(612) 888-2388
1309 - 1347 Clover Dr.
Bloomington, Minn. 55420
Personnel: James Heuton, president; Dean Sutliff, vice president; Ronald Levitus, sales manager; James Daily, production manager; Kenneth Daniels, chief engineer
Independent producer providing complete script to screen videotape production services for cable, broadcast, industrial and government related television.

Corporation for Entertainment and Learning
(212) 421-4030
515 Madison Ave.
New York, N.Y. 10022
Personnel: Charles Grinker, executive in charge of production; Mert Koplin, executive in charge of production; Sandford Fisches, executive in charge of production
Produces "The Animal Express," a daily nature series taped at the San Diego Zoo; "Just for Fun," 130-episode family participation show, "A Walk in the 20th Century;" an historical series; and "Working," a 75-episode insert series on job opportunities for Nickelodeon; all programs are for cable.

Crossover Programming Co.
(213) 451-9762
1237 Seventh St.
Santa Monica, Calif. 90401
Personnel: Charles Braverman, executive producer; Michael Roach, producer
Produces for cable and sometimes broadcast television; programs include "What's Up, America," "Boy Meets Girl," and some feature film production.

Crown International Pay Television Inc.
(213) 657-6700
292 S. La Cienega Blvd. #306
Beverly Hills, Calif. 90211
Personnel: Lynette Prucha, client services
Supplies theatrically released pictures to pay television programmers and STV.

DBA Television
(213) 851-7801
3211 Cahuenga Blvd. W.
Los Angeles, Calif. 90068
Personnel: Dave Bell, chairman; John Cosgrove, vice president; Jim Thompson, president
Independent program producer for cable television.

Diamond P Sports
(213) 874-1512
7715 Sunset Blvd.
Los Angeles, Calif. 90046
Personnel: Peter Hartz, marketing director
Independent program producer for cable and broadcast TV.

Domino Productions/Schwartz Communications Inc.
(213) 552-2204
2049 Century Park East, Suite 1200
Los Angeles, Calif. 90067
Personnel: John Schwartz, president, executive producer
"Behind the Scenes, Rick Baker" looks behind the scenes of the production "An American Werewolf in London," documentary will be aired in first quarter 1983; also "The Dark Crystal," an interview with Jim Hensen; documentary "Blanca—Portrait of a Stripper;" "Hollywood Movie Make-up for Halloween" with Steve Laporte; produce for cable, pay and syndication.

Eastern Video Systems Inc.
(202) 483-3800
2141 P Street NW #107
Washington, D.C. 20037
Personnel: Tom Dooley, president; Marilyn Barksdale, vice president
Video production in 3/4".

Editel-Chicago
(312) 440-2360
301 E. Erie
Chicago, Ill. 60611
Personnel: Doyle Kaniff, executive vice president; Lenard Pearlman, general manager; Dave Mueller, manager of client services
Independent program producers and videotape production facilities; produces programs for STV service in Chicago area.

The Elkins Organization
(213) 858-6090
1357 Schuyler Rd.
Beverly Hills, Calif. 90210
Personnel: Hillard Elkins, president
Independent program producer for cable television.

Embassy Communications
(213) 553-3600
1901 Avenue of the Stars #666
Los Angeles, Calif. 90067
Personnel: Michael Grade, president; HalGaba, vice president
Produces programming for cable television.

Embassy Home Entertainment Corp.
(313) 348-8122
424 N. Center St.
Northville, Mich. 48167
Personnel: Andre Bray, president
Produces a variety of programming for cable and commercial broadcast television.

Feature Arts Unlimited
P.O. Box 9126
Venice, Calif. 90291
Personnel: Max Zippo, executive; Mona Zippo, production chief
Offers original low-cost family television programming; specializing in comedy and dramatic series; additional functions include full organic advertising services with emphasis on television commercials.

Four Star International
(213) 709-1122
19770 Bahama St.
Northridge, Calif. 91325
Personnel: Joseph Doyle
Independent program producer and distributor.

- Mayor Koch attacks city-cable compromise
- Seven-Up buys time on 12 cable networks
- SMATV subject to cable rules, says NJ judge
- Second annual conference: minorities in cable

National Show Preview Inside

CableVision

The news and features weekly of the cable television industry June 6, 1983 $3.00

C 8920-2 6/6/83

NCTA'S CHOICE: CHAIRMAN MONROE RIFKIN

CV1FV20814GAR452 052294/1
SUSAN GARNER NEC
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

PLUS The privacy debate

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BPA

Monty Rifkin

About the cover

Monty Rifkin, former chairman of American Television and Communications (before and after Time Inc.), is starting to build a second cable empire from home base in Denver. An interview with the new chairman of NCTA begins on page 49. Photograph by Jerry Downs.

7-Up to bubble on cable

In an advertising buy that bolsters cable's image on Madison Avenue, 7-Up purchases time on 10 cable networks. **Leading the week, pages 17-24.**

Mixed notices for RSVP

The first pay-per-view event to be promoted by Reserved Seat Video Productions found operators to be of mixed opinion regarding its success. **Leading the week, pages 17-24.**

House examines cable

While a vote on cable bill S. 66 is pending in the Senate, the House Telecommunications Subcommittee began examining cable regulatory issues. New York Mayor Ed Koch and several other city officials said they disliked the current city-cable compromise. **Leading the week, pages 17-24.**

CTAM strategy

The Cable Television Administration and Marketing Society, whose officials gathered last week in New York City, lays out its strategies for the months ahead. **Leading the week, pages 17-24.**

Showtime, TMC merger

Sources close to the proposed ownership merger of Showtime and The Movie Channel indicate they have independent information that tends to confirm a published report indicating that the Justice Department staff has recommended against the deal. But industry sources emphasize that the final decision rests with the attorney general—not his staff. **Leading the week, pages 17-24.**

Pondering pay TV's future

Industry executives ponder the future and profitability of TV sports—especially on cable—at a New York City seminar. **Leading the week, pages 17-24.**

Co-production flourishing

The hottest buzzword in the programming arena is co-production, and the trend is toward international deals. Some 190 programming execs attended "International Program Marketplace" in New York and heard why "creative deal-making" is becoming increasingly important. **Page 27.**

HBO, RCA promote Dolly

A cross-promotion campaign gets underway this week to increase viewership of country entertainer Dolly Parton's HBO special and to hype sales of her latest album. **Page 32.**

Rx stirs controversy

Cable Health Network's decision to accept prescription drug ads on an upcoming series has drawn acceptance from cable industry officials but concern from quarters of the medical industry. **Page 34.**

Minorities cable conference

The point repeated throughout Minorities In Cable Inc.'s second annual conference was that minority entrepreneurs and companies are going to have to get aggressive. **Page 42.**

Astrodoings

Cable '83 The Competitive Choice

This year's NCTA convention, held at the Houston Astrodome, is bound to be as ambitious as the state of Texas. In this section is a complete show agenda and booth guide. **Page 68.**

Wheeler critical

NCTA President Tom Wheeler is critical of the AT&T-backed amendment designed to subject cable companies to state public utilities regulation. **Page 154.**

This week in PLUS

When a state legislature looks into privacy regulation, is it responding to a real need or just suffering from 1984 phobia? Some argue that regulation today may be keeping the public safe from a non-existant danger and may hinder future growth of technologies that are too young to gauge yet. . . Tomorrow's forecast for cabled homes: snowy with low visibility; for non-cabled homes: sunny and mild. It's not supposed to work that way, but sometimes cable worsens the reception instead of improving it. *Plus* takes a look at the reasons for poor reception and at what's being done to improve the picture. **Pages 83-106.**

Program producers

The following is a continuation of last week's list of companies involved in the production of programming for the cable TV industry. The last portion will run next week.

Fiedler/Berlin Productions
(213) 980-9416
13959 La Madia St.
Sherman Oaks, Calif. 91413

Personnel: Rob Fiedel, executive producer; E.J. Oshimo, supervising producer/developing director

Produces "The Weekend Athlete," a weekly ½-hour series in association with CHN; also produces 50 episodes of "Humah Sexuality," a ½-hour series five times per week on CHN.

The Fremantle Corp.
(212) 421-4530
660 Madison Ave.
New York, N.Y. 10021

Personnel: Craig MacDonald

Independent TV distribution company that also engages in co-productions.

Frost Media Associates Inc.
(703) 556-8840
1320 Vincent Pl.
McLean, Va. 22101

Personnel: Elaine Frost, president; Francis Frost, producer; Mary Link, sales manager

Film, broadcast and audio-visual productions.

Gaynes Productions Ltd.
(213) 874-6909
6918 Oporto Dr.
Los Angeles, Calif. 90068

Personnel: Lloyd Gaynes, executive producer; Joyce Taylor, associate producer/writer; Douglas Ross, production manager

Produce for broadcast and cable television; currently producing "Together—Shirley and Pat Boone," a Procter & Gamble sponsored weekly daytime series for CBN.

Gerry Gross Productions
(213) 273-3651
9255 Sunset Blvd.
Los Angeles, Calif. 90069

Personnel: Susan Nicholls, producer; Gary Brown, producer; Norman Bayer, producer

Producer of "Sports Challenge" for syndication and cable.

Global Video
(305) 423-8299
744 W. Church St.
Orlando, Fla. 32805

Personnel: Cathy Malatesta, corporate communications director

Post-production work for syndicators dealing with cable.

Gold Key Entertainment
(212) 486-9116
159 W. 53rd St.
New York, N.Y. 10019

Personnel: Steve Rosenberg, account executive

Produces "The Bitter End," six variety specials taped on-location featuring Red Foxx and Dustin Hoffman for cable television.

Goldwyn, The Samuel, Co.
(213) 552-2255
10203 Santa Monica Blvd. #500
Los Angeles, Calif. 90067

Personnel: Mort Marcus, sales director

Independent program producer and distributor.

Goodson-Todman Productions
(212) 751-0600
375 Park Ave.
New York, N.Y. 10152

Personnel: Girvad Chester, executive vice president; Peter Newman, president; Mark Goodson, cable

Produced "Come Back to the Five and Dime, Jimmy Dean, Jimmy Dean," which was released to theaters and is planned for cable televison debut on Showtime.

Group W Productions
(212) 983-5165
90 Park Ave.
New York, N.Y. 10016

Personnel: Bob Rubin, vice president, cable production

Produces programming for cable television.

Holland Productions Inc.
(214) 638-0375
8200 Brookriver
Dallas, Texas 75247

Personnel: Charles Holland, president

Script-to-screen videotape production, ¾" post-production, multimedia and slide show production.

Hyde Park Media Inc.
(312) 967-7666
7158 Lee St.
Chicago, Ill. 60648

Personnel: Anthony DeBartolo, president; Fred Schwartz, sales manager; Patricia Teplitz, production manager

Independent producer of video and film for both cable and broadcast; program distribution for Chicago-based independent producers.

IFC Entertainment
(212) 595-7900
155 E. 62nd St.
New York, N.Y. 10021

Personnel: Stanley Pearson, president

Produced Shakespeare plays for cable, but production has been halted; "Mr. Moon's Magic Circus" is a children s show in development.

Image West Ltd.
(213) 506-5577
11846 Ventura Blvd.
Studio City, Calif. 91604

Personnel: Cliff Brown, president; Brian Ross, vice president; Ed Marzola, vice president, international; Tom Heyes, vice president of marketing development; Patrick Kimbley, sales manager; Dave Sieg, chief engineer

Electronic animation, video production, video special effects, sound stage, film and tape distribution, and advertising services.

Imero Fiorentino Association Inc.
(212) 246-0600
44 W. 63rd St.
New York, N.Y. 10023

Personnel: Imero Fiorentino, president; Bill Klages, vice president; George Honchar, vice president; Linda Hobkirk, vice president; Pete Howard, vice president; Penney Dodson, vice president; Ken Palius, vice president; Rosemary Kalikow, sales manager; Sal Bonsignore, sales manager

Provides lighting direction, scenic and staging design, facilities coordination and production services; also creates, develops and produces original programming for network and cable markets; TV studio facilities design and lighting systems designs.

International Cablecasting Companies Inc.
(213) 932-1950
P.O. Box 36E19
Los Angeles, Calif. 90036

Personnel: Steven Goldman, associate director

Premium cable program supplier that is currently producing The Games Network, an interactive video games service scheduled to launch in late 1983; future projects include The I. Q. Channel, which will be an interactive educational programming service.

International Creative Management
(213) 550-4000
8899 Beverly Blvd. #903
Los Angeles, Calif. 90048

Produces pay TV programming for cable.

Jeffery Smith Syndication Inc.
(516) 497-3114
366 N. Broadway #328
Jericho, N.Y. 11753

Personnel: Jeffrey Smith, president

Independent program producer and distributor.

Jo Jones & King Inc.
(212) 947-2445
10 W. 33rd St.
Penthouse
New York, N.Y. 10001

Personnel: Cynthia King, president; Judith Jones, vice president; Jo Manuel, vice president

Distributes features, documentaries, music, sports, all types of programs to the international theatrical broadcast, cable and video markets.

King Features Entertainment
(212) 682-5600
235 E. 45th St.
New York, N.Y. 10017

Personnel: J. F. D'Angelo, chairman; Bruce Paisner, president; William Miller, vice president; Samuel Gang, international sales manager, Western division; Toby Rogers, sales manager, Eastern division; Adrian Caddy, London office sales director; Charles Shutt, director of operations; Marie Gentile, promo coordinator; Stephen Elsky, manager of marketing/financial administration; Beverly Smith, director of programming

Production and distribution company.

Kleiman Media Inc.
(213) 760-4000
4024 Radford Ave.
Studio City, Calif. 91604

Personnel: Lynne Kavner

Independent program producer for cable television.

Lorimar Productions Cable and Pay TV
(213) 202-2058
3970 Overland Ave.
Culver City, Calif. 90230

Personnel: Michael Brandman, executive vice president of pay TV/cable; Debbie Oppenheimer, director of production; Iris Merlis, director of development

Independent program producers.

MGM Film Co.
(213) 558-5000
10202 W. Washington Blvd.
Culver City, Calif. 90230

Programming for pay TV.

Main Events Productions Inc.
(201) 942-4300
349 Union Blvd.
Paterson, N.J. 07512

Personnel: Dan Duva, president

Boxing promoters for cable television.

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The Marketing Communications Group
(213) 443-6003
285 S. Cedarbrook Rd
Boulder, Colo. 80302
Personnel: Milton Hubatka, president; Shoni Ogier, sales manager
Videotape communication company, production of videotape and production of videodiscs. (Edit Bay One, off-line editing facility utilizing computerized CMX editing system.)

Marvel Productions
(212) 696-0808
387 Park Ave.
New York, N.Y. 10016
Personnel: Nancy Golden
Programming for cable and broadcast.

Maverick Pictures International Inc.
(404) 953-2212
300 E. Wendover Ave.
P.O. Box 22012
Greensboro, N.C. 27420
Personnel: Harold McCoy, president; E. J. "Gene" Kimling, vice president; Brian Fackrell, vice president; Lee Richmond, general manager
Feature length motion picture production and distribution, theatrical, pay cable, network, syndication, video cassette and other electronic medias.

Maverick Pictures International Inc.
(213) 468-9889
6253 Hollywood Blvd. #315
Hollywood, Calif. 90028
Personnel: John Carr, president; Evelyn Augustus, administrative assistant; Jeff Terhorst, creative coordinator; Alan Mandell, client services
Motion picture features for cablecast and video.

Merv Griffin Productions
(213) 461-4701
1541 N. Vine Street
Hollywood, Calif. 90028
Personnel: Merv Griffin, owner; Murray Schwartz, president; Bob Murphy, executive vice president; Ross Eastty, executive vice president; Jeff Ross, vice president of sales
Produces "The Merv Show" for syndication; "Wheel of Fortune" and "Dance Fever" , all for broadcast television; also plans productions for cable television.

Metro-Goldwyn-Mayer Film Co.
(213) 836-3000
10202 W. Washington Blvd.
Culver City, Calif. 90230
Personnel: Jack Gordon, executive vice president
Motion pictures and other filmed entertainment for exhibition on cable television systems.

Metromedia Producers Corp.
(213) 462-7111
5746 Sunset Blvd.
Metromedia Square
Hollywood, Calif. 90028
Personnel: Jim Phillis, director of cable marketing
Producers of programming for cable and broadcast television.

Michael Townsend Enterprises
(312) 481-1566
P.O. Box 486
Park Forest, Ill. 60466
Personnel: Michael Townsend, president
Produces program entitled "Spotlight on Human Services" and distributes it to cable systems.

Moonlight Production
(213) 508-4896
100 Universal City Plaza
Bldg. 507 #1A
Universal City, Calif. 91608
Personnel: Frank Von Zernick, producer; Robert Greenwald, director
Producer of programming for cable television.

Most Productions
(303) 443-6670
2300 Central Ave. #I
Boulder, Colo. 80301
Personnel: Paul Rost, general partner; Bruce Miller, general partner; Peter Teneyck, director of marketing
Independent film and videotape production facility, producing original programming for major cable and radio networks; programming includes animation, sports, documentaries and commercials; services also include marketing, distributing, scripting, storyboarding, production management and directional services; "Tips on Running" with Frank Shorter, a series that is currently being distributed to cable television; a similar project is in development.

Multi Cultural Children's Television
(800) 227-3995
1855 Folsom St.
San Francisco, Calif. 94103
Personnel: Donna Lloyd-Kolkin, project director; Pearl Howell Banks, director; Stanley Chow, director; Debra Lieberman, marketing specialist; Lionel Dickey, promo rep; Reggie Helms, promo rep; Ruby Hondras-Hewitt, promo rep; Leslie Lombre, promo rep
Twenty-eight entertainment series for children, teens and families are available to broadcasters and cablecasters for only $25 per half-hour episode; the series comprise 800 half-hours of programming including drama, comedy, animation, docu-drama and magazine shows; top stars appear including Stevie Wonder, Bette Midler, Maria Tallchief, Rita Moreno, Reggie Jackson, Esther Rolle, Mako, Ricardo Montalban, Al Jarreau.

Multilingual Television (Toronto) Ltd.
(416) 593-4747
545 Lakeshore Blvd. West
Channel 47
Toronto, Ont. M5V 1A3
Personnel: Dan Iannuzzi, president
Produces various multilanguage programs.

Murdock Productions Inc.
(513) 281-5900
400 Oak St., Vernon Manor Hotel, #E3
Cincinnati, Ohio 45219
Personnel: Charles Murdock, president
Produces programming for cable and broadcast television.

NBC Enterprises
(212) 664-6220
30 Rockefeller Plaza
New York, N.Y. 10020
Personnel: Jerry Wexler, president; Rick Traum, director of program development/production; Wes Elliot, vice president of sales/marketing
Independent program producer.

NYT Productions
(212) 972-1070
200 Park Ave.
New York, N.Y. 10166
Personnel: Ted Harbert, executive producer
Programming for network, cable TV and home video.

The Newmarket Organization Inc.
(212) 691-6285
160 W. 16th St., #2F
New York, N.Y. 10011
Personnel: Joel Berger, president
Programming supplier/marketing consultant.

Nicholson Muir Productions
(914) 834-3005
1890 Palmer Ave
Larchmont, N.Y. 10538
Personnel: E. Roger Muir, president
Independent program producer for both cable and broadcast TV

Nova Communications
(202) 298-9107
1717 37th St. NW
Washington, D.C. 20007
Personnel: Melanie Donahoe, president
Independent producer for commercial television syndication, public broadcasting and cable television; programs soon to start production include: "Your Dream Vacation" for BET, "Embassy Row Cusine" for PBS; emphasis is on travel, entertainment and skills programming.

One Pass Inc.
(415) 777-5777
One China Basin Bldg.
San Francisco, Calif. 94107
Personnel: Steve Michelson, president; Taylor Phelps, vice president; Whit Mather, director of sales and marketing
Program distribution and production distribution of feature films and video productions and post production for commercial corporate and independent producers; film-to-tape transfers.

Opryland Productions
(615) 889-6600
2802 Opryland Dr.
Nashville, Tenn. 37214
Personnel: David Hall, general manager of Opryland
Producer specializing in cable television programming.

Phoenix/BFA Films and Video
(212) 684-5910
468 Park Ave. S.
New York, N.Y. 10016
Personnel: Heinz Gelles, president; Barbara Bryant, vice president; Sandy Mandelberger, director of TV sales; Robert Dunlap, national sales director
Distributors of independent film and video productions of all lengths; available for domestic or foreign television leasing.

Pierre Cossette Productions Inc.
(213) 278-3366
8899 Beverly Blvd.
Los Angeles, Calif. 90048
Personnel: Richard Melcombe, cable contact; Phillip Browning, executive in charge of development; Dee Brantlinger, executive in charge of development
Producer of "The Glen Campbell Music Show" for broadcast media; other programs for cable and broadcast in planning.

Post-Newsweek Video
(212) 308-1170
437/444 Madison Ave.
New York, N.Y. 10022
Personnel: Alan Perris, president; Madelyn Goldeberg, vice president; Jack Fentress, executive producer; Al Goldstein, senior producer
Independent program producer.

Power/Rector Productions
(415) 553-2180
500 Eighth St., #1001
San Francisco, Calif. 94103
Personnel: Richard Rector, president
Independent program producers.

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FNN
THE FINANCIAL NEWS NETWORK

- FNN reformats, expands to 12 hours daily
- NCTA challenges Miami franchise fee petition
- MTV gets Nielsen meter results
- Gearing up for cable information push

CableVision™

The news and features weekly of the cable television industry June 13, 1983 $3.00

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

SECRETS OF PRODUCING FOR BASIC

PLUS Streamlining interstitial

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NCTA challenges Miami

The National Cable Television Association has filed opposition to a petition by the city of Miami, seeking to raise franchise fee ceiling for the city above its present FCC limitation of 3 percent. Miami would set the limit at 5 percent, but NCTA says there are hidden costs involved. **Leading the week, pages 18-21.**

S. 66 amendments planned

As cable bill S. 66 moves toward a vote on the Senate floor on June 14, a wide range of amendments are being planned which threaten to significantly alter major portions of the bill. **Leading the week, pages 18-21.**

Antitrust in Texas

Bexar County Cablevision has filed a $10 million antitrust suit in federal district court in San Antonio against UA Columbia Cablevision of Texas, citing violations of the Sherman Act and monopolistic and unfair competitive practices. **Leading the week, pages 18-21.**

FNN expanding hours

Financial News Network readies expansion from 7 to 12 hours daily, gears up for marketing push. **Leading the week, pages 18-21.**

MTV Nielsen ratings

MTV boasts of impressive ratings in initial Nielsen figures for the month of April. **Leading the week, pages 18-21.**

Ritchie's 'Consortium'

Westinghouse Broadcasting and Cable chief Dan Ritchie outlines his thoughts and near-term planning for what's been given the working title of the "Consortium of Cable Information." **Leading the week, pages 18-21.**

ACT honors cable

Two national services and a pair of LO programmers were among cable ventures honored in Boston last week with awards from Action for Children's Television. This year's awards marked the fifth straight year that cable has figured in at least one honor and marked the most cable projects awarded in a single year by the group. **Page 24.**

'Ask Washington' arrives

The U.S. Chamber of Commerce steps into the cable talk-show market with a live daily morning program giving subscribers an opportunity to question government and business officials, airing on ACSN: The Learning Channel. **Page 24.**

Cable's upscale viewers

Further analysis of a study conducted for United Media Enterprises by Research & Forecasts Inc. on how Americans spend their leisure time confirms that cable delivers an upscale audience in multiple viewer households. **Page 51.**

Case of bad faith

The New York State Commission on Cable Television has dealt its largest fine ever to a cable TV company that neglected to disclose it had contracted to sell franchises in two communities where it was still bidding for the awards. **Page 52.**

Channels standard proposed

The Electronic Industries Association and the National Cable Television Association have agreed on a voluntary interim standard for identifying cable television channels, using a numbering scheme that utilizes channels 1 through 99, to be presented at the NCTA's annual convention in Houston June 12-15. **Page 52.**

The 'Smoking gun' case

The regulatory battle between cable operators and the local Bell Operating Companies over who will supply data transmission services to business users and others has found its way into an Oregon courtroom, with Cable Systems Pacific of Portland filing suit in state court against Pacific Northwest Bell after the telco revoked Cable Systems' pole attachment and conduit access rights. **Page 56.**

About the cover

For the basic producer, the trick is to make it look good with no budget. Linda Arkin, a host on USA's *Alive & Well*, produced by Dave Bell Associates, interviews actor Dennis Weaver. Page 30.

An interstitial interview with Drew Barrymore on The Movie Channel.

This week in PLUS

When the ads on basic are coming in slower than expected it's important for the programming to be of high quality. But that's tough to do on a small budget. *CableVision Plus* talks with some basic producers and advertising executives—the producers, because of limited budgets, are being forced to be innovative, which is just what the ad agencies are looking for. It just may take some time. . . Interstitial programming once was the territory of short films and music videos, and its main job was to create between-film flow. But now, as pay competition toughens and multipay tiering increases, a distinguishable on-air look is important to achieve. **Pages 27-50.**

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Cable's upscale viewers

Refinement of data for 'Where Does Time Go?' study reveals 49 percent of $40,000-plus wage earners take cable

NEW YORK—Further analysis of a study on how Americans spend their leisure time confirms that cable delivers an upscale audience in multiple viewer households.

The analysis, a refinement of data gathered for a study entitled "Where Does The Time Go?" shows that 72 percent of cable subscribers are under 50 years of age. About 1,000 persons responded to the survey. The analysis shows that 49 percent of those earning more than $40,000 a year subscribe to cable.

The study, the original findings of which were released earlier this year, was performed for United Media Enterprises by Research & Forecasts Inc., a New York-based research firm. Also included in the survey were some 300 responses from leaders of the nation's various media. More than one-third of the respondents were cable subscribers.

According to the analysis, half of cable household viewers said they watch cable because the networks fail to deliver "everything they want." Another 43 percent said they watch cable because it offers more of their favorite programs.

The numbers show that cable subscribers are more likely than non-subscribers to have purchased home video games—24 percent vs. 15 percent.

But the figures also revealed that the cable subscribers were no more likely to have a home computer, videocassette recorder or video disc player than non-subscribers.

Still, said Dr. John Pollock, president of the research firm, the study indicates that cable viewers are among the most ripe market for sellers of high-tech video products.

"Cable viewers are more interactive," Pollock said. "They want to put their input into their viewing. They are less likely to be passive viewers, and they regard cable as a tool" to achieve their personal communications and entertainment needs, he said.

The analysis shows that 29 percent of cable subscribers, compared to 19 percent of non-subscribers, watch TV four or more hours in the average day. The study also revealed differences in programming preferences between cable subs and non-subs.

"Cable subscribers," said Robert Roy Metz, president and chief executive officer of United Media, "are more likely than other viewers to say they frequently choose movies, dramas, comedies and sports over other types of shows." That, he said, probably accounts for the greater viewing time spent by cable subs.

The study also shows that subs and non-subs both rely on daily or weekend newspaper listings and TV magazines for viewing information.

United Media Enterprises is the nation's largest newspaper syndicate and owns TV Watch, which provides both hardware and software programming guide products for the cable industry.

—*Victor Livingston*

CABLE SUBSCRIBERS AND TECHNOLOGY IN THE HOME

Do you have the following in your home:	CABLE SUBSCRIBERS %	NON-SUBSCRIBERS %
Video Games		
Yes	24	15
No	76	85
Video Cassette recorder or video disc machine		
Yes	19	14
No	81	86
Home Computer		
Yes	4	4
No	96	96
(number of respondents)	(399)	(585)

Source: Research & Forecasts Inc.

Sears 'Dollar Guide'

Daily minifeature on CBN Cable features money tips

NEW YORK—Using 1983 ad funds earmarked for media other than network TV, Sears, Roebuck, the retail store and catalog company, makes its debut as a cable program sponsor this week.

CBN Cable Network is serving as conduit. As of June 6, the service began carriage of *Dollar Guide*, a daily minifeature on money tips. It was created in part to promote Sears' Financial Network division. The feature is scheduled to run twice each weekday, at 9:55 a.m. and 8:55 p.m. (EDT), before *The 700 Club*.

Sears, which spent about $102 million last year on broadcast network ads, will take one minute in each segment for a Financial Network message. Funding for the series was drawn from the company's supplemental TV budget, which sources say comes to "several million dollars" for 1983. The budget also includes a buy for *Newscope*, the syndicated news program from Telepictures and Gannett that premieres this fall.

Foote, Cone & Belding, one of Sears' advertising agencies, developed the program with Financial Network. Its production division, FCB/Telecom, is co-producing *Dollar* with Cable Software Corp., a California-based company. A few weeks prior to the Sears contract, CBN Cable assigned some $4 million in ad billings to Foote, Cone for next season, and pacted with Telecom for program development and consultation (*CV*, 5/2/83, p. 10).

Jack McQueen, senior vice president and director of FCB/Telecom, said demographics, time availability and status as a Nielsen-metered cable service prompted Sears' decision to go with CBN. "We thought (CBN) matched the audience profile Sears wanted for the show pretty well," he said. "We wanted to reach consumers, with a slightly upscale profile. CBN also gave us the benefit of running in morning and evening periods." Broadcast spots, with actor Hal Holbrook (already on cable as host of WTBS' *Portrait Of America* specials) as Financial Network spokesman, will be used initially on CBN; but McQueen said made-for-cable ads will appear on *Dollar Guide* later this year.

Thus far, 65 *Dollar Guide* segments have been taped by Telecom and Cable Software Corp. on location throughout California. The segments feature character actor William Schallert giving advice on financial planning, product expenses and savings accounts, and interviewing experts in the field. Some data presented in the segments has been contributed by the University of California's graduate business school.

—*Simon Applebaum*

Program producers

The following is a continuation of the last two week's list of companies involved in the production of programming for the cable TV industry. Updated information for this listing should be forwarded to CableVision's statistical editors in our Washington office.

Producer Services Group Inc.
(617) 277-7162
100 Winchester St.
Brookline, Mass. 02146
Personnel: Louis Rosen, president; Robert Odell, vice president
Distributes feature films, entertainment specials, series, documentaries, short subjects, made-for-TV dramas to cable and broadcast.

Pyramid Film and Video
(213) 829-3252
P.O. Box 1048
Santa Monica, Calif. 90406
Personnel: Jim Bochneack, cable manager
Producer of a variety of programming for cable television.

RKO Video Group
(212) 764-7000
1440 Broadway
New York, N.Y. 10018
Independent program producer.

Reeves Cable Productions
(212) 573-8600
605 Third Ave.
New York, N.Y. 10017
Personnel: Michael Yudin, executive vice president
Independent program producer.

Richard Kidd Productions Inc.
(214) 638-5433
5610 Maple
Dallas, Tex. 75235
Personnel: Richard Kidd, president; Bill Pugh, general manager; Celia Jones, production manager
Cable television production and distribution; independent producer.

Riley Productions Inc.
(219) 924-6299
500 Sheffield Ave.
Dyer, Ind. 46311
Personnel: Marian Smoot, producer
Independent producers of cable, commercials and other programming; has several shows running weekly on CATV and will produce for others on a contract basis.

Rock Solid Productions
(213) 841-8220
1907 West Burbank Blvd.
Burbank, Calif. 91506
Personnel: David Griffin, owner; Geoffrey Leighton, owner
Video services, including videotape and film production, videotape off-line and on-line post-production, audio sweetening, videotape production equipment rentals and sales program producing, packaging and distributing, scripting and story boarding, production management and directorial services, systems design and construction, CATV franchise consultation.

Satellite Networking Associates Inc.
(212) 889-6460
10 E. 40th St., 23rd Floor
New York, N.Y. 10016
Personnel: Roy Liemer, president; Rob Drasin, vice president
Turn-key satellite distribution of programming, news and sports events; domestic and international teleconferencing and video production services.

Satori Productions Inc.
(212) 563-2323
330 W. 42nd St.
Penthouse Suite
New York, N.Y. 10036
Personnel: Ernest Sauer, president; Gary Conner, vice president; Jeffery Sass, director acquisitions; Andrew Fox, director special projects
General audience and children's feature films and television programming for distribution to pay TV; "Leslie, the Shreve", award-winning children's series; full line of video production services.

Schaefer-Karpf Productions
(213) 506-6655
12711 Ventura Blvd., #307
Studio City, Calif. 91604
Personnel: George Schaefer, producer/director; Merrill Karf, executive producer
Independent program producer.

Schiff-Jones Ltd.
(212) 247-7470
1775 Broadway, 7th Floor
New York, N.Y. 10019
Personnel: Charlotte Schiff-Jones, president; Michelle Kimmelman, vice president; Maura McGrath, director of administration
Programming and marketing services for the telecommunications industry.

Seeburg Music
(800) 334-1561
5706 New Chapel Hill Rd.
Raleigh, N.C. 27607
Personnel: Robert Flynn, sales manager; Vickie Barefoot, assistant-cable sales
Provides 24-hour audio music services to the cable TV industry; music is upbeat instrumental to be used for alpha numeric channels, audio packages, telephone, lobby and paid music channels.

Source Communications
(616) 245-9276
2228 S. Division
Grand Rapids, Mich. 49507
Personnel: Susan Moulton, president; Craig Moulton, vice president; Bill Schripsema, sales manager
Specializing in video production and programming distribution; have produced for many of the major cable networks as well as local operators; single and multiple camera productions.

Sports Advisors
(617) 227-5535
One Union St.
Boston, Mass. 02108
Personnel: Stephen Freyer, president
Suppliers of sports programming for broadcast; also works extensively as consultants to major advertising agencies and corporations interested in developing sports oriented campaigns, promotions and original television sports programming.

Thorn EMI Video Programming Enterprises Inc.
(212) 977-8990
1370 Avenue of the Americas
New York, N.Y. 10019
Personnel: Caroline Vanderlip, director of cable/pay TV; Nicholas Santrizos, president, home video
Software suppliers/distributors to cable/pay TV, free television and home video markets.

Tannebring Rose Associates Inc.
(214) 363-3464
10400 N. Central Expressway, #100
Dallas, Tex. 75231
Personnel: William Tannebring, president; George Kline, vice president; Gene Walker, general manager
Producers of video programs for entertainment and industry.

Tel-A-Cast Inc.
(803) 648-9537
P.O. Drawer 1607
Aiken, S.C. 29801
Personnel: Jim Bennett, president of "Weekend Gardener"
Producer and syndicator for the "Weekend Gardener" show; independent program production; consulting and syndication services.

TeleFrance-USA Ltd.
(212) 870-8900
1966 Broadway
New York, N.Y. 10023
Personnel: Jean Vallier, president; Arnie Rosenthal, vice president; Mike Hadlow, director of ad sales
Provides four-hour program five nights per week and three-hour program on weekends available on satellite or by tape; shows include feature films, French television shows, variety, entertainment and interviews.

Telepictures Corp.
(212) 838-1122
1 Dag Hammarskjold Plaza
New York, N.Y. 10017
Personnel: Michael Garin, president; Michael Jay Solomon, chairman of the board; Steve Schott, manager-non-theatrical sales; David Salzman, executive vice president; Stephen Ross, senior vice president/general counsel; Richard Robertson, senior vice president of sales; Joseph Goldfarb, senior vice president of marketing
Distributors of "Real People," "People's Court," "Here's Lucy," "Love Connection," "Buffalo Bill," "Not Necessarily the News," "The Dollmaker" (first movie for television, three hours, made by Jane Fonda), "The Flight of Dragons" and "Wind in the Willows"—both two-hour animated action adventures, "A Concert of the World" and "World Music Festival Part I and Part II"—three two-hour musical specials filmed in Cannes, France, "Airliner Magazine"—a 30-minute video magazine sold exclusively to be shown on airplanes, NIMS—news information weekly service and "Newscope," a landmark news-information program delivered six days per week and available via satellite.

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Teletronics
(212) 355-1600
231 E. 55th St.
New York, N.Y. 10022

Personnel: Alfred Markim, president; Thomas Demaeyer, executive vice president; Will Roth, general manager; Ron Soodalter, sales representative

Complete production and post-production services for the video industry, state-of-the-art TV studio, production crew, full editing services for 1" and ¾" tape film-to-tape transfers, color correction, time compression, satellite playback center providing access to major communications satellites, all forms of videotape duplicating.

Telmarc
(213) 615-1899
999 Sepulveda Blvd., #711
El Segundo, Calif. 90245

Personnel: Bruce Long, president; Pearl Lucero, vice president

Independent producer for cable and broadcast TV; also program distributor.

Temmpo Inc.
(404) 237-3600
550 Parr Rd., #560
Atlanta, Ga. 30305

Personnel: Mike Greene, president; Rob Senn, executive vice president; Julie Thomas, marketing manager

Advertising company and develop music entertainment specials for syndication or major program suppliers.

Teverama of Florida Inc.
(305) 446-9050
2335 NW 107th Ave., #B-44, Bldg. 2
Miami, Fla. 33172

Personnel: Angel Garcia, general manager; Rodelfo Ferrari, chief engineer

Production and distribution of Spanish-language programs.

Tom Parker Television Productions Inc.
(213) 881-9115
18321 Ventura Blvd.
Tarzana, Calif. 91356

Personnel: Tom Parker, president/sales manager; Jacqueline Richard, vice president

Pay/cable/syndication distributors of original programs made for pay/cable TV; distributes adult, family and children's movies, serials and specials to program services, stand-alones, STV, MDS, regional programmers, low power and satellite programming services; also syndicates to independent TV stations and produces and co-produces programs with independent film and video producers.

Total Communication Systems
(412) 339-7581
890 Constitution Blvd.
New Kensington, Penn. 15068

Independent producer for cable and broadcast; regional and national syndicator; also provide remote TV production facilities to networks.

Total Service Programming
(213) 841-0961
906 N. Hollywood Way
Burbank, Calif. 91505

Personnel: William Ezell, president/general manager; Virgie Ezell, vice president; Rob Clayton, chief engineer; Kent Weed, sales manager; Connie Cole, sales manager

Full automated formats in country, rock, adult, contemporary, easy listening and classical; library services; broadcast specials include "Project," Sinatra (12 hours); "Great American Spirit" (3-hour patriotic special with John Wayne); "A Portrait of John," (3-hour John Lennon special); "Christmas in the Country" (12 hours of country Christmas music); "#1 Country" (36 hours country hits).

Transatlantic Enterprises
(213) 454-6515
101 Ocean Ave.
Santa Monica, Calif. 90402

Personnel: Leonard Friedlander

Independent program producer.

Tri Media Communications Inc.
(208) 362-5258
3725 S. Mitchell Ave.
P.O. Box 5124
Boise, Ida. 83705

Personnel: Thomas Hotchkiss, president/general manager; Coral Hotchkiss, vice president

Cable programming filmed outside continental U.S.

20th Century-Fox Television
(203) 203-1668
P.O. Box 900
Beverly Hills, Calif. 90213

Personnel: Harris Katleman, chairman; Ruth Slauson, cable development director

Program producer for cable and broadcast television.

Twn Cities Public Television
(612) 646-4611
1640 Como Ave.
Saint Paul, Minn. 55108

Personnel: William Kobin, president/general manager; Jim Russell, vice president of production; Tim Conroy, vice president, development/marketing; Jerry Huiting, production; Neil Dryburgh, marketing director

Video field production—EFP and ENG, four-camera studio, production, CMX and EVU post-production, teleconferencing.

Universal Video of Lubbock Inc.
(806) 794-5826
P.O. Box 16323
Lubbock, Tex. 79490

Personnel: Mike Ogletree, president/general sales manager; Mardema Ogletree, vice president; Judy Guden, vice president

Video productions ranging from single-camera film style shoots to multi-camera live switches; also producing, writing and directing.

VU-TV
(201) 225-0010
Raritan Plaza III
Raritan Center
Edison, N.J. 08837

Personnel: Robert Sewack, consultant

Independent program producer.

Vanguard Productions Inc.
(703) 620-2874
P.O. Box 44
Herndon, Va. 22070

Provides advertiser-supported free programming; promotional services, consultant services on cost control, employee training, sales, programming and budgeting.

Victorian Video Ltd.
(212) 477-6401
419 Lafayette St.
New York, N.Y. 10003

Personnel: Joseph Pesko, president; Sylvia Delia, executive director

Distributor of adult feature films for pay TV.

Video Concert Hall Cable Satellite Network
(404) 452-7377
2215 Perimeter Park, #6
Atlanta, Ga. 30341

Personnel: Robert Lenihan, president; Charles Henderson, press contact; Lloyd Jerry Crowe, vice president; Bob Head, director

National cable TV network composed of video music of general and popular interest and music specials; produced for both cable and broadcast; combination independent producer, programming service and syndicator.

Video Corporation of America
(212) 355-1600
231 E. 55th St.
New York, N.Y. 10022

Personnel: Alfred Markim, president; Thomas DeMaeyer, executive vice president; Will Roth, vice president; Bruce Blackwell, director of satellite services; Howard Blumenthal, director of programming

Network origination facilities and uplink/downlink arrangements, video post-production, production stage facilities, program production, videocassette duplication.

Videotheque Entertainment Corp.
(212) 362-4806
2 Lincoln Square, #18A
New York, N.Y. 10023

Personnel: Jacques Falerne, president

R-rated movie product for satellite and stand-alone delivery; MDS, STV, CATV servicing; the complete works of Shakespeare, all 38 plays, individually produced at the Bard Theatre in Los Angeles and recorded live; John Houseman is the host.

Vipro Program Services
(312) 664-7111
645 N. Michigan Ave.
Chicago, Ill. 60611

Personnel: Tom Edinger, president; Steve Palmer, sales manager

Provides entertainment and informational programming including made-for-TV movies, children's series, news documentaries and talk programs.

WOFL TV 35 Orlando
(305) 422-0035
2300 S. Orange Blossom Trail
P.O. Box 5729
Orlando, Fla. 32855

Personnel: Bud Rogers, president; Ray Balsom, vice president/general manager; Anne Ragsdale, local sales manager; Paul Williamson, program manager

Independent broadcast station providing independent programming.

WTTW/Chicago
(312) 583-5000
5400 N. St. Louis Ave.
Chicago, Ill. 60625

Personnel: Willima McCarter, president; Keven Wilder, vice president, enterprises group; Thomas Engel, director of program development/production; Steven Orr, sales manager

Variety of programs for cable and STV including "Music America Live," a series of live satellite-delivered one-hour concerts featuring Johnny Mathis, Frankie Valli and The Four Seasons, The Manhattan Transfer and Dionne Warwick.

Wescom Productions
(213) 278-0112
9000 Sunset Blvd., #415
Los Angeles, Calif. 90069

Personnel: Dimitri Skouras, president; Stephen Levin, vice president; Lilli Purcell, opera manager

Pay TV distribution; participate in the financing of motion pictures by pre-buying the pay TV rights; program origination.

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CableVision

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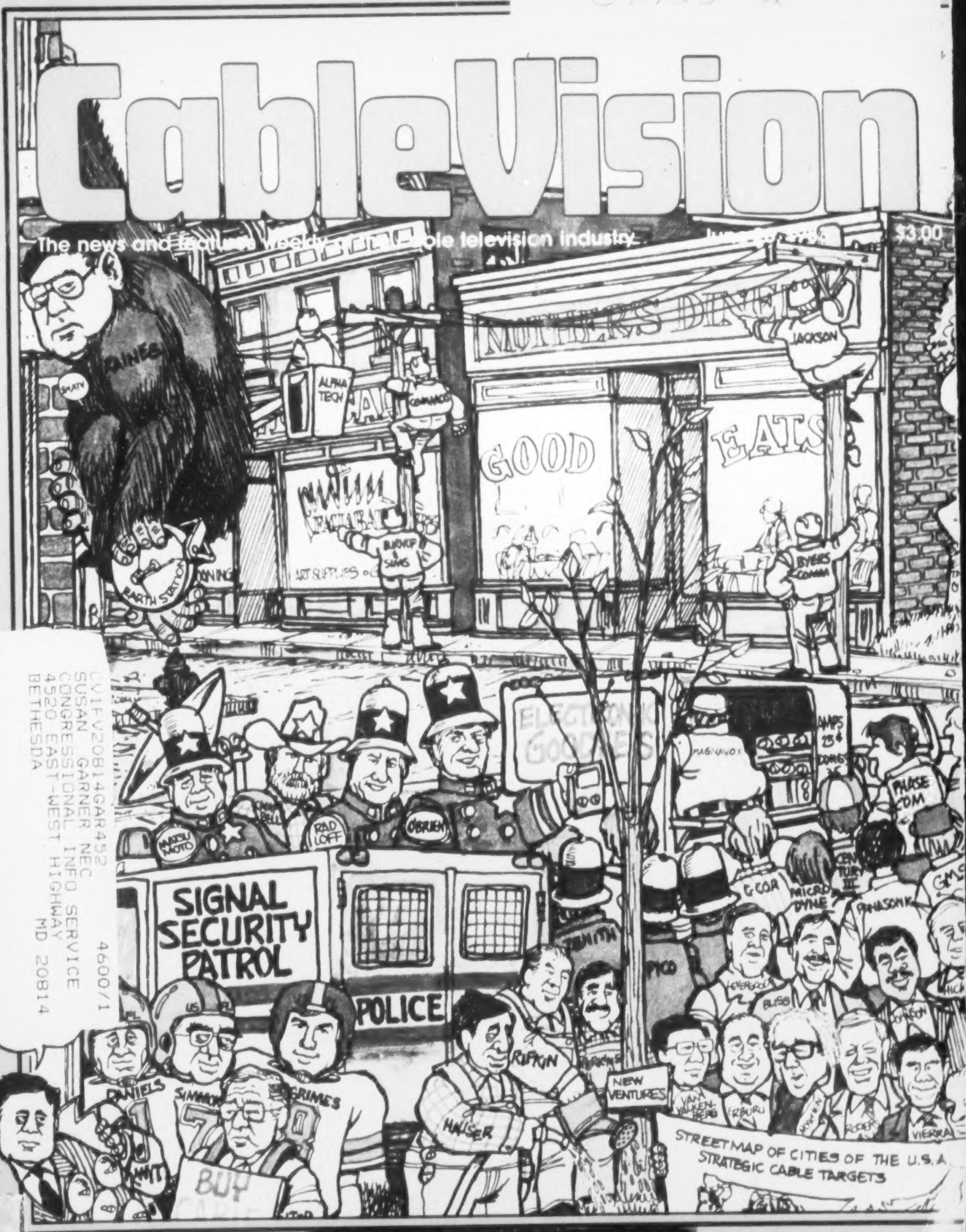
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Gearing up

Senior Editor Fred Dawson interviews several top MSO executives to find out how they are going about finding ways to ensure that capital expansion and increasing costs of operating don't trigger a red-ink washout. **Page 60.**

Teaming up for British telly

HBO, CBS, Columbia and 20th Century-Fox band together with Goldcrest Films and Television of the U.K., forming a British based company to provide programming for the developing cable TV industry in England. **Leading the week, pages 19-22.**

Business on Bravo

Rainbow Programming Services is marketing Financial News Network to prospective Bravo affiliates. Bravo also plans to expand weekend programming hours. **Leading the week, pages 19-22.**

Astrogala arrives

The cable industry descends on Houston for Cable '83, but many eyes will be on Washington watching the progress of cable bill S. 66. **Leading the week, pages 19-22.**

Microwave group convenes

The Microwave Communications Association's 1983 convention was held last week in Washington, with forums on data transmission services, MDS regulatory issues, signal piracy litigation and technical matters. **Newswire, page 15.**

The top 50

A profile of 50 top companies involved in cable. This year, the listing includes not only multiple systems operators, hardware and wire suppliers, but television broadcast networks, newspaper publishers and oil companies. **Page 137.**

Astrodoings

The 1983 NCTA convention, held at the Houston Astrodome, is bound to be as ambitious as the state of Texas. In this section is a complete show agenda and booth guide. **Page 222.**

Mathias: A statesman

Maryland's senior senator discusses copyright, must-carry, Senate TV, S. 66 and the need for industry input. **Page 274.**

CableToons '83

A look at the humorous side of the cable cosmos. **Page 298.**

Dubious Distinctions

The Third Annual *CableVision* Dubious Distinctions in Cable Awards give tongue-in-cheek recognition to participants in the cable playing field. **Page 284.**

About the cover

Illustration by Rob Pudim.

QUBE 'SportsTalk' show

This week in PLUS

Houston is no place for a cable operator who is looking for retirement. In this town, the cable industry means hard work and hustle. Now that the ditch-digging and pole-climbing is done (5,000 plus miles of it) companies are getting down to fine-tuning operations. They are dreaming up ways to resell cable to appeal to the reluctant subscribers. Among the companies *CableVision* surveyed for this issue (Warner Amex; Storer; Harte-Hanks; and Centel) the top item on every agenda was signal theft. The second was sales. Warner is moving rapidly into its territorialization plan, having dropped its phone and direct mail strategies last year. Centel is forging ahead with a transition to addressability. Harte-Hanks is rebuilding and Storer is aiming a sales campaign based on better educating subscribers. Pages 167-190.

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TOP 50 companies in cable

The Top 50 companies in cable this year is an eclectic listing that includes not only multiple systems operators, hardware and wire suppliers, but also television broadcast networks, newspaper publishers, oil companies, diversified communications companies, manufacturers of satellite dishes, program producers and satellite communications companies.

The listing reflects the forces that have changed the face of the cable industry since 1978 when Time Inc. bought ATC and launched a trend toward conglomerate takeovers of independent MSOs.

In the top 50 are most of the major players in the cable game today and they are ranked in the accompanying chart according to total revenues.

In this year's list, we find only two "purely" cable companies: Tele-Communications Inc. and United Cable.

A look at earnings reports for 1982 finds most of the manufacturers suffered from drooping sales and other setbacks, while cable operating companies like ATC, Cox Cable and Storer turned in healthy gains. Some of the larger cable companies, however, like Rogers, TCI and Warner (with $46 million lost on cable operations) did not see net income increases.

Among the highlights of the events of the year 1982 of our Top 50 were the following:

- Affiliated Publications, owner of the Boston Globe and 10 radio stations, saw its cable subsidiary, McCaw Communications, add 50,000 subscribers.
- ABC, together with Group W, launched Satellite News Channel in June. It announced development of Home View Network, a pay TV service for station-to-home videotape recorder users. The first pay-per-view sports event with ESPN was kicked off and a new joint venture between ABC Video and Cox Cable, also for pay-per-view, was tested in San Diego and Santa Barbara. ABC posted record revenues of $2.66 billion.
- Burnup and Sims bought Lectro Products (manufacturers of power supplies), Consolidated Cable Corp. (cable installation) and Capscan Cable (wire manufacturer).
- Cap Cities reported its subsidiary Cablecom General (bought 1980) had its first profitable year with sales of $53 million and income of $1.7 million.
- CBS announced Nova, a joint venture with Columbia Pictures and HBO, to produce movies. Income was down slightly to $122 million on revenues of $4 billion.
- Cox Cable division of Cox Communications, with 1.3 million subs, ended its fiscal year with revenues of $514.7 million—a 39 percent increase over $188 million in 1981.
- The Jerrold division of General Instrument reported a 35 percent increase in cable revenues and acquired 51 percent of Sytek. General Instrument signed a deal with DBS provider USCI to manufacture low-cost, home earth stations.
- Oak took a beating with income down 86 percent to $4.1 million.
- Playboy Enterprises launched a new service on what was the former Escapade slot, but the company net loss was $51.7.
- It was a "severe business year," in Pioneer's words, in which the company saw its $54 million profit in 1981 slashed to a $11.5 million loss on sales of over $1 billion.
- After a year of trying, RCA gave up on its multimillion dollar pay TV venture, The Entertainment Channel.
- Scientific-Atlanta watched its sales increase 22 percent, but its income drop by 26 percent.
- Storer's cable revenues increased 67.7 percent to $22,65 million; while operating income was up 64 percent to $61.3 million. Over 300,000 new basic cable subscribes were added.
- TCI announced in 1982 it would launch its national addressable system from Denver, and did so in 1983. Earnings were down 19 percent; new acquisitions' expense was $100 million.
- Time Inc. cable revenues (ATC) were up to $864 million compared to $618 million.
- Turner Broadcasting launched CNN Headline News and added 72 national advertisers in 1982.
- Warner Amex Cable Communications suffered a $46 million loss on cable operations in 1982; but MTV was a wild success story.

Top 50 financial overview

The companies listed here are 50 of the top firms involved in the cable television industry ranked by total revenues. All dollar figures are in millions. *(Continued on page 146.)*

	Total revenues			Net income			Total assets		
Company	**'82**	**'81**	**% ch.**	**'82**	**'81**	**% ch.**	**'82**	**'81**	**% ch.**
General Electric	27,192.0	27,854.0	-2.4	1,817.0	1,652.0	9.9	21,615.0	20,942.0	3.2
Getty Oil Co.	12,311.6	13,251.6	-7.1	691.6	856.9	-19.3	9,924.5	9,536.4	4.1
GTE Corp.	12,066.0	11,026.0	9.0	843.0	716.0	17.7	22,294.5	20,965.0	6.3
Westinghouse	9,745.4	9,367.5	4.0	449.3	438.0	2.6	8,427.3	8,307.3	1.4
RCA Corp.	8,237.0	8,004.8	2.9	222.6	54.0	312.2	7,743.3	7,856.7	-1.4
American Express Co.	8,093.0	7,291.0	11.0	581.0	524.0	11.0	28,311.0	25,252.0	12.0
Gulf+Western Ind.	5,331.5	5,477.7	-2.7	168.6	290.9	-42.0	5,847.2	5,893.2	-1.0
CBS Inc.	4,122.8	3,955.9	4.2	112.5	162.8	-30.9	2,682.9	2,413.8	11.1
Warner Communications	3,989.9	3,237.2	23.0	257.8	226.5	14.0	3,186.4	2,673.6	19.0
Time Inc.	3,564.3	3,296.4	8.1	153.1	148.8	2.9	2,896.3	2,754.7	5.1
North American Philips	3,168.1	3,030.0	4.6	73.6	103.9	-29.2	1,825.8	1,854.1	-1.5
The Penn Central Corp.	3,165.4	3,348.8	-5.5	131.5	168.7	-22.1	3,099.0	3,394.9	-8.7
American Broadcasting Co.	2,664.5	2,443.7	9.0	160.0	146.3	9.4	1,922.3	1,588.3	21.0
Times Mirror	2,210.5	2,155.9	37.5	139.9	150.3	-6.9	2,135.6	1,917.2	11.4
MCA Inc.	1,587.6	1,328.9	19.5	176.2	89.8	96.2	1,641.1	1,367.7	19.9
Tribune Co.	1,431.3	1,406.3	1.8	23.9	89.1	-73.1	1,570.3	1,363.9	15.2
Knight-Ridder	1,327.7	897.4	7.3	102.9	100.4	2.6	1,051.3	984.7	6.7
Zenith Radio Corp.	1,239.0	1,275.0	-2.8	(21.8)	(15.6)	-39.8	682.9	743.2	-8.1
Centel Corp.	1,156.2	1,024.2	12.9	108.2	104.6	3.5	2,199.4	2,042.3	7.7
Pioneer Electronics Corp.	1,124.3	1,194.6	-5.9	(11.5)	54.2	-121.3	922.3	983.1	-6.2
Walt Disney	1,030.3	1,005.0	3.0	100.1	121.5	-18.0	2,102.8	1,610.0	30.6
General Instrument Corp.	974.3	957.1	1.8	102.2	90.0	13.5	772.2	645.4	19.6
New York Times[1]	933.7	841.7	10.9	54.3	49.9	8.6	761.5	598.9	27.2
Dow Jones & Co.	730.7	641.0	13.9	88.1	71.4	23.4	594.7	532.1	11.8
Capital Cities Comm.	663.6	573.8	15.6	96.3	80.6	20.0	776.0	697.6	11.2
Insilco Corp.	636.0	498.5	17.9	33.9	40.3	-15.7	566.4	517.7	9.4
M/A-COM Inc.	587.6	498.5	17.9	33.9	40.3	-15.7	566.4	517.7	9.4
Oak Industries	545.7	507.1	7.6	4.1	30.4	-86.5	636.2	609.3	4.4

Cable's Top 50

Cable revenues			Operating income			Identifiable assets			Stock prices	
'82	'81	% ch.	'82	'81	% ch.	'82	'81	% ch.	'82 hi/lo	'81 hi/lo
									100/55	69⅞/51⅛
									17/13	15/13½
2,514.0	2,238.0	12.3	151.0	112.0	34.8	1,885.0	1,769.0	6.6	44⅝/26⅜	34¼/24⅝
726.2	431.0	68.5	52.3	78.1	-33.0	1,376.2	1,564.2	13.7	40½/21⅞	34½/23
									27/15¾	32¼/16¾
14.0	22.0	-36.4	(94.0)	(77.0)	-22.1	784.0	504.0	55.6	53⅛/26½	40¾/28⅛
									22⅛/14	19⅛/11½
									67/33.38	61.25/46
307.6			(46.7)			795.2			63¼/27	58⅝/33⅝
864.0	618.0	39.8	166.0	123.0	35	1,080.0	863.0	25.1	52⅜/25½	41⅝/26⅝
967.4	933.2	3.7	(13.9)	5.4	-356.9	482.9	554.3	-12.9	50⅜/30	59⅝/35¾
373.2	286.6	30.2	30.9	18.7	65.2	443.3	374.9	18.2	30½/20⅛	32⅝/21¾
14.9	12.7	17.6	(32.4)	(7.7)	-322.2	60.3	14.1	327.1	61¼/26¾	38¼/27
125.0	103.6	21.0	20.0	23.2	-14.0	394.9	287.2	37.5	68½/35½	58½/39¾
									39/19	29½/19⅝
205.9	154.1	33.7	25.5	27.1	-6.0	321.7	267.2	20.4		
									51½/27¼	41¾/26¾
80.0	34.0	135.0							16⅝/9¾	21½/10¼
26.1	17.5	49.3	2.2	1.2	88.3	106.9	79.5	34.6	37.75/27.37	35.75/23.12
									59¼/46	67⅛/41¾
409.5	301.3	35.9	121.8	82.2	48.1					
46.9	36.8	27.8	2.7	3.5	-22.7	126.1	133.8	-5.8	57¼/32⅞	38½/26½
98.7	65.7	50.2	37.4	27.4	36.5	236.5	157.2	50.4	35¼/17⅞	27⅝/14¾
53.3	21.4	148.7	1.7	(3.1)	154.2	212.4	173.4	22.5	136¾/64⅜	80½/56½
220.6	198.1	11.4	26.0	24.3	7.0	163.4	140.5	16.3	23⅝/12¼	23⅝/14⅛
193.5	180.5	7.2	23.2	29.9	-22.5	104.7	94.3	9.9	32/11⅞	35½/20¾
315.1	260.5	20.1	2.5	53.8	-95.3	308.4	291.0	5.9	32¼/9	38½/21⅛

Affiliated Publications Inc.

135 Morrissey Blvd.
Boston, Mass. 02107
(617) 929-2000
William Taylor, chairman
John Giuggio, president

Cable interests:
- McCaw Communications Inc. (45%), 101,500 subs. McCaw purchased Southern Oregon Broadcasting Co., a cable TV systems operator, and Pacific Telatronics, a microwave common carrier, in April 1982.
- Market trial of videotex system in Miami with Knight-Ridder's Viewdata Corp.

Communication interests:
- Affiliated Broadcasting. Owns and operates 10 radio stations.
- Globe Newspaper Co. Publishes *The Boston Globe*.
- McCaw Radio Common Carrier Division. Sells and services mobile telephones.
- McCaw Cellular Communications. Applications pending in 25 major cellular radio markets.

The owner of *The Boston Globe*, 10 radio stations and the Globe Pequot Press, Affiliated Publications took its plunge into cable with the purchase of a 45 percent interest in McCaw Communications for $12 million during the summer of 1981. The 82nd-largest MSO at the time of its association with Affiliated, McCaw has since purchased Southern Oregon Broadcasting, with over 50,000 subscribers in four communities, giving McCaw over 100,000 subscribers in systems in Washington, Oregon and Alaska. Along with Southern Oregon, McCaw also purchased Pacific Telatronics, a microwave common carrier.

McCaw also is involved in developing new technology. Its cellular communications division has filed for cellular radio telephone franchises in 25 markets and its Viewtron/New England team is working on the research and development of a two-way videotex system in conjunction with Viewdata Corp. of America, a subsidiary of the Knight-Ridder Newspapers Inc. The first market trial is set to take place in Miami in late 1983, with the service being offered to the New England market in 1985 if it proves successful.

McCaw Communications was Affiliated Publications' only venture to lose money in 1982, the company's share of McCaw's losses coming out to be a little over $2.2 million. Otherwise, the company had a healthy year, with revenues up 9.9 percent, from $236 million in 1981 to $259.4 million in 1982. Profits were up 11 percent, from $14.1 million in 1981 to $15.7 million in 1982, while total assets gained 18.4 percent, from $125.6 million to $148.8 million.

American Broadcasting Co. Inc.

1330 Avenue of the Americas
New York, N.Y. 10019
(212) 887-7777
Leonard Goldenson, chairman
Frederick Pierce, president

Cable interests:
- ABC Video Enterprises. Operates several advertiser-supported cable program services as joint ventures with other companies: ARTS visual and performing arts channel (with Hearst); Daytime women's lifestyle service (with Hearst); Satellite News Channel (with Group W); RSVP Sports (with ESPN); FirsTicket movie service (with Cox Cable); and Home View Network (through ABC-owned stations).

Communication interests:
- 210 primary affiliated TV stations.
- ABC Entertainment.
- ABC News.
- ABC Sports.
- Five television stations (100 percent).
- Seven FM, six AM radio stations.
- Six ABC Radio Networks.
- ABC Publishing.
- ABC Motion Pictures.
- ABC Scenic Attractions.
- ABC Television Network.
- ABC Entertainment Center.

The first of the major networks to dive into cable, American Broadcasting, through its ABC Video Enterprises subsidiary, is exploring several new programming ideas, working closely with other companies. In collaboration with the Hearst Corp., ABC launched its "cultural" programming service, ARTS, in January 1981. Premiering with 3.5 million subscribers on 700 systems, ARTS had 8 million subscribers on 1,725 cable systems by the end of 1982. Despite the "American" in its name, ABC helps keep ARTS cost-efficient by mixing original productions with an economical dose of inexpensive material licensed from European producers. A second ABC/Hearst effort, Daytime, offers programming directed toward women. It began in March 1982 with 3.7 million subscribers on 184 cable systems, and since then has more than doubled its audience reach. In 1983, Daytime added four more hours to its schedule, now broadcasting until 9 p.m.

In other programming ventures, ABC teamed up with Group W Satellite Communications to launch an entry into the cable news field. Satellite News Channel, a 24-hour news service that intersperses local story segments between national and international news, was launched in June 1982 and now has a subscriber base of about 5.4 million. Plans for a second Satellite News Channel, which would give ABC News coverage of major stories, have been set aside for the time being.

Meanwhile, RSVP Sports, a joint venture with ABC and Getty's ESPN, offered its first program May 20 on a pay-per-view basis to approximately 2 million cable and STV homes.

Perhaps ABC's most innovative endeavor is their Home View Network, utilizing a mixture of broadcast and videocassette technology. HVN will transmit programming in scrambled form during overnight hours through ABC's five television stations. Subscribers will tape the programming on automatic videocassette machines for playback at their convenience through a Sony decoder. Homes without VCRs will be able to rent them through the service. Field tests for the service are still going on, but ABC announced its intentions to offer HVN nationwide.

Still in the early experimental stages is FirsTicket, the first fruit of a joint venture between ABC Video and Cox Cable to examine all facets of pay-per-view entertainment and information programming. FirsTicket is a 24-hour, pay-per-view movie service, and is being tested in San Diego and Santa Barbara.

American Broadcasting Companies Inc. consists of ABC Television, ABC Radio and ABC Publishing and other operations that encompass nearly every facet of communication and entertainment. ABC reported record revenues of $2.66 billion in 1982, a 9 percent increase over 1981's $2.44 billion. Net income also increased, up 9.4 percent to $160 million from 1981's $146.3 million. Cable revenues were up 17.6 percent, from $12.7 million in 1981 to $14.9 million in 1982.

American Express Co.

American Express Plaza
New York, N.Y. 10004
(212) 323-2000
James Robinson III, chairman
Robert Smith, president

Cable interests:
- Warner Amex Cable Communications. 50-50 joint venture

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with Warner Communications Inc. 1,240,500 subscribers in 147 systems.

- Warner Amex Satellite Entertainment Co. MTV; Nickelodeon; The Movie Channel; agreement with Turner Broadcasting to represent all advertising sales for Cable News Network and CNN Headline News, marketing and distribution of ARTS.
- Joint venture with Atari Inc., Compuserve Inc. and Warner to experiment in Columbus, Ohio, regarding consumer preferences in access to four major data banks: *NYT, Washington Post, LA Times*, AP.

Communication interests:

- American Express Publishing Corp. Produces two magazines: *Travel & Leisure* and *Food & Wine*.
- Mitchell Beazley Ltd. Publisher of lifestyle and travel guides.
- ADR. Direct mail service.

When American Express was looking into a cable venture during the late 1970s, it approached newly formed Warner Cable. While Warner would not sell out, the company was willing to part with half its interest in cable, and the Warner Amex Cable Communications partnership was born. Today Warner Amex is the fifth-largest MSO in the nation, and through its satellite programming division, Warner Amex Satellite Entertainment Co., it owns MTV: Music Television (8.8 million subs); Nickelodeon, a children-oriented channel with 10 million subscribers; and The Movie Channel, a 24-hour, satellite-delivered service with 2.2 million subscribers. Under a joint venture agreement—between Warner Amex, Viacom, MCA and Gulf+Western—TMC and the Showtime service will merge in a single operation, although the services will remain separate. The Movie Channel was part of a joint venture between American Express, Universal City Studios, Viacom International (owner of Showtime), Paramount Pictures and Warner Brothers.

Warner Amex's subscriber base grew to 1.2 million households in 1982, and currently extends across 147 systems in 27 states. Warner Amex has franchises in eight major cities and recently was awarded the franchise for Milwaukee, which encompasses 254,000 homes. Warner Amex's interactive cable service, QUBE, also had substantial subscriber growth in the five metropolitan areas it operates in: Houston (151,300 subs); Cincinnati (78,700); Columbus (61,000); Pittsburgh (58,000); and Dallas (43,200). Future applications of QUBE are being tested out by Warner Amex, including electronic shopping and videotex services. QUBE already has the largest cable home security service in the country, with over 5,000 subscribers, most of whom live in Columbus.

Warner Amex drew in $308 million in revenues in 1982, 3 percent of American Express' total revenues. Cable operations lost $47 million for the Warner Amex partnership, half of which was absorbed by American Express and included under their "Other Services and General Corporate Expenses" department. American Express recognizes that its cable operations, while extensive, are still in the investment stage, and it feels confident that greater profits will come later on.

The company as a whole had a good year. Total revenues were up 11 percent, from $7.29 billion in 1981 to $8.09 billion in 1982. Income was up 11 percent as well, from $524 million in 1981 to $581 million in 1982. The bulk of American Express' operations relate to financial services, including traveler's checks, credit cards, international banking, the Fireman's Fund Insurance Co. and investment services. The company's investment holdings result from the recent merger with Shearson Loeb and Rhoades, the second-largest investment security firm in the country. The new company is referred to as Shearson American Express, with Shearson's operations continuing as a subsidiary company.

Anixter Brothers Inc.

4711 Golf Rd., 1 Concourse
Skokie, Ill. 60076
(312) 677-2600
Alan Anixter, president
William Anixter, executive vice president

Cable interests:

- Buys, stores and distributes electrical wire and cable products.

A major supplier of electrical wire, cable and a range of components and other equipment to the industry, Anixter enjoyed another year of steady growth in 1982. Anixter brought in revenues of $537.7 million, a 22 percent increase over 1981 revenues of $441.4 million.

During fiscal 1982, Anixter computerized its distribution network, which has 12 subsidiaries in the United States, Canada, England and the Netherlands. Anixter-Pruzan Inc. handles all sales and manufacture of goods related to cable services in North America, including hardware, pay TV packages, video equipment, subscriber drop materials, tools, safety equipment and satellite dishes.

Augat Inc.

89 Forbes Blvd., Box 448
Mansfield, Mass. 02048
Roger Wellington, chairman
William Miller, president

Cable interests:

- Manufactures cable connectors; Vitek traps, line amplifier replacement electronics, amplifiers for house drop and apartment applications.
- LRC Electronics.
- Vitek Electronics.
- Broadband Engineering Inc.
- Reed Devices Inc. (acquired in March 1982).
- Pylon Co. (acquired in March 1982).

Augat used a slow year in the industry to expand its product line and bring several new companies into the Augat family of electronics manufacturers. In March 1982, both Reed Devices Inc., a manufacturer of terminal blocks, and Pylon Co. of North Attleboro, Mass., a supplier of test fixtures and precision spring probes, were acquired by Augat. Augat also entered the rack merchandising market, packaging switches, IC sockets, connectors and terminal blocks for individual "over-the-counter" sales in retail electronics stores.

Corporate revenues slipped 1 percent in 1982, down to $188.2 million from 1981's $190.1 million. Income fell more sharply, down some 16 percent, from $38.8 million in 1981 to $32.4 million in 1982.

Augat manufactures and supplies cable connectors, security traps, interconnections products, microcircuits, packaging subminiature switches, precision-machined parts and, for building drops, Signal Stretcher amplifiers. The company also markets line amplifier replacement electronics. In 1982, Augat expanded their fiberoptics line with a digital data link that transmits information at 25 megabits second up to 2 kilometers.

Burnup & Sims

1333 S. University Dr.
Fort Lauderdale, Fla. 33324
(305) 587-4512
Nick Caporella, president
Michael Goldwire, vice president and assistant

Cable interests:

- Burnup & Sims Cable Com Inc.
- Cablevision Services.
- Control Com Inc.
- Lectro Products.
- Consolidated Cable Corp.
- Gardiner Communications.

Top 50 financial overview *(Continued from page 139.)*

Company	Total revenues			Net income			Total assets		
	'82	'81	% ch.	'82	'81	% ch.	'82	'81	% ch.
Anixter Brothers[13]	535.6	501.2	6.9	13.3	17.5	-24.2	221.1		
Rollins Inc.[14]	526.5	454.6	15.8	46.0	44.4	3.6	399.6	313.5	27.5
Cox Communications	514.7	403.5	27.6	65.4	55.5	17.9	800.1	604.4	32.4
Wometco Enterprises	493.4	434.2	14.0	26.0	24.4	7.0	478.2	448.2	6.7
Harte-Hanks Comm.[15]	396.9	348.5	14.0	25.7	24.3	6.0	441.7	397.8	11.0
Storer Comm.[16]	379.3	276.4	37.2	9.2	31.9	-71.0	1,144.7	844.6	31.9
Taft Broadcasting	358.2	239.9	49.0	38.8	24.3	60.2	611.9	579.1	5.7
Scientific-Atlanta	337.2	277.3	21.6	14.2	19.0	-25.5	247.5	197.2	25.5
Tele-Communications Inc.	282.6	181.4	55.7	10.4	12.8	-19.0	916.7	608.3	50.7
Viacom International[17]	274.8	210.4	30.6	24.6	18.9	29.9	663.8	443.8	43.9
Affiliated Publications[18]	259.4	236.1	9.9	15.8	14.2	11.0	148.8	125.6	18.4
Rogers Cablesystems[19]	244.4	109.6	122.9	(10.5)	2.2	-572.9	901.5	420.9	114.2
Burnup & Sims[20]	237.0	208.8	13.5	9.3	8.5	8.4	159.0	139.9	13.7
Multimedia Inc.	225.5	195.3	15.5	28.9	25.8	12.2	285.7	256.1	11.6
Playboy Enterprises[21]	210.1	221.5	-5.1	(51.7)	13.7	-447.4	175.2	248.8	-29.6
Augat Inc.	188.3	190.2	-1.0	20.2	22.7	-10.9	194.1	176.5	9.9
Turner Broadcasting Systems[22]	165.6	95.0	74.3	(3.4)	(13.4)	300.7	135.2	76.9	75.7
United Cable Television Corp.[23]	99.8	62.8	58.9	15.1	7.8	93.3	262.5	155.4	68.9
Scripps-Howard[24]	95.6	87.3	10.0	19.5	19.2	2.0	126.1	112.8	11.8
Heritage Comm.[25]	94.8	77.2	23.0	6.1	3.8	61.0	127.7	111.8	14.0
Continental Copper & Steel Industries[26]	63.3	69.9	-9.4	(13.1)	6.7	-294.4	59.8	89.6	-33.3
Sammons Enterprises[27]									

All figures are stated in millions.

[1] Cable revenues, operating income and identifiable assets represent the Communication Products Division.

[2] Cable revenues, operating income and identifiable assets represent the Broadcast and Cable Divisions.

[3] Cable revenues, operating income and identifiable assets represent the Other and Corporate segments, which include cable holdings.

[4] Cable revenues, operating income and identifiable assets represent Warner Amex only.

[5] Cable revenues, operating income and identifiable assets represent the Broadcasting, Cable and Entertainment Divisions.

[6] Total revenue is actually total operating revenue.

[7] Cable revenues, operating income and identifiable assets represent Broadband Communications.

[8] Cable revenues, operating income and identifiable assets represent the Broadcasting and Cable Television Divisions.

[9] Cable revenues, operating income and identifiable assets are for Continental Cablevision only.

[10] Cable revenues, operating income and identifiable assets represent Insilco's high technology sector of which Times Fiber contributes approximately 63 percent of revenues.

[11] Operating income is actually operating profit.

[12] Cable revenues, operating income and identifiable assets represent STV and Communications Equipment.

[13] All figures are unaudited 12 months ended Jan. 31, 1983.

[14] Cable revenues, operating income and identifiable assets represent the Media Division, which includes television, radio and advertising operations.

Cable revenues			Operating income			Identifiable assets			Stock prices	
'82	'81	% ch.	'82	'81	% ch.	'82	'81	% ch.	'82 hi/lo	'81 hi/lo
									19/12	20.50/8.75
69.2	62.1	11.4	20.1	18.3	10.2	73.5	52.6	39.9	19¼/13	22½/13⅜
261.5	188.5	39.0	37.7	30.5	23.0	541.2	391.1	38.4	48/23⅞	39⅛/27⅛
46.5	32.9	41.0	9.5	4.7	103.0	116.8	95.9	21.8	26/13⅜	20¼/11¾
74.8	67.9	9.9	19.1	16.5	15.9	135.7	128.2	5.9	41⅞/21¼	40¾/29
222.7	132.8	67.7	61.4	37.3	64.3	909.4	629.1	44.5	34½/19	43/23¾
						10.5			35.75/25.38	34.00/24.25
									32.75/11.13	34.75/12.63
265.6	167.7	58.4	58.5	29.9	95.1	825.0	574.2	43.7	28¼/12¾	31⅝/16⅝
112.9	85.2	32.5	19.3	15.7	22.8	220.3	150.1	46.7	35⅛/17¼	32½/22
									28/15⅞	22½/17¾
122.4	8.2	1,388.6	20.9	(.85)	2563.7	564.9	64.3	778.2	8.38/4.00	13.25/5.63
97.0	89.9	8.0	8.8	8.2	7.0	53.4	31.8	68.2	17⅞/8⅞	17⅞/8½
32.8	19.4	69.0	5.7	3.3	74.0	99.0	76.9	28.7	33⅝/18⅛	24⅞/18
.58	4.6	-87.3	(4.4)	(5.3)	17.9	4.2	2.3	85.6	12⅝/5¾	17⅜/10½
									33.50/20.38	34.00/23.75
52.6	28.9	82.3	(16.3)	(11.0)	-47.8	38.3	16.0	138.9	19½/8½	20/7⅛
									31¾/18½	36¾/14⅞
5.3	2.2	143.0	(3.3)	(.96)	-246.0	38.7	18.9	104.9	26¾/16¾	23¼/11⅝
35.5	27.5	29.2	7.9	6.1	29.3	87.3	72.6	20.3	17⅛/13½	19/15½
9.8	11.1	-11.8	(.06)	.47	-112.9	5.4	6.4	-14.9	7½/3⅜	8½/5¾
78.7	62.6	25.6	18.0	13.3	36.1	142.6	106.2	34.3	private firm	

[15] Cable revenues, operating income and identifiable assets represent television, radio and cable operations.
[16] Operating income includes depreciation.
[17] Cable revenues, operating income and identifiable assets represent system operations only.
[18] McCaw is considered an investment and the company uses equity method of accounting.
[19] Cable revenues, operating income and identifiable assets are U.S. operations only. The large increase is due to acquisition of United Artists in the fall of 1981.
[20] Cable revenues, operating income and identifiable assets represent Cable, REA and Electrical services (40.9 percent of total).
[21] Cable revenues are actually net sales and revenue from continuing operations. Cable revenues, operating income and identifiable assets include videocassette and disc sales, STV and cable programming operations.
[22] Cable revenues, operating income and identifiable assets do not include WTBS.
[23] Total revenues, net income and total assets are for cable operations minus approximately $8 million attributed to HEN Inc.
[24] Scripps-Howard is owned by E.W. Scripps. Cable revenues, operating income and identifiable assets are combined totals for partnerships and subsidiaries.
[25] Display group figures are not included in cable revenues, operating income and identifiable assets.
[26] All figures have been restated to reflect Hatfield as a discontinued operation.
[27] Sammons Enterprises is a privately owned company, and would not reveal total revenues, net income and total assets. Nor does Sammons offer public stock.

- Capscan Cable

(All companies design, engineer, manufacture or install cable equipment.)

Communication interests:

- Approximately 16 subsidiaries manufacture for the telephone industry.

Compared to 1981, last year was a growth period for Burnup & Sims, whose revenues increased 14 percent over 1981, rising to $237 million. A leading telecommunications and cable television service company, Burnup & Sims' 22 subsidiaries are involved in the design, production, installation and service of commercial and utility telephone service, cable television, satellite earth station electronics, emergency power systems, security systems and coaxial cable. The company also has a string of movie theaters and bottling plants.

Almost 41 percent of revenues were produced by cable television, REA and electrical services. Burnup & Sims has installed more than 20 percent of the 500,000 miles of cable plant in the United States. In 1982, cable operations brought total revenues of $97 million. Burnup & Sims increased its versatility in 1982 by acquiring Lectro Products Inc., a manufacturer of power supply units for cable television, Consolidated Cable Corp., an installer of cable television systems, and Capscan Cable Co. Inc., a manufacturer of coaxial cable for cable television systems. The newly acquired companies are responsible for about a $14 million increase in revenues for 1982.

Net income was $9.2 million for 1982, compared to 1981's net of $8.5 million. In 1982 Burnup & Sims broke the 5,000 employee mark, most of whom are employed in the Sunbelt and California.

Capital Cities Communications

24 E. 51st St.
New York, N.Y. 10022
(212) 421-9595
Thomas Murphy, chairman
Daniel Burke, president

Cable interests:

- Capital Cities Cable Television Division. 314,283 subs in 53 systems.
- Fairchild Publications. Publishes numerous periodicals, including *Multichannel News.*
- *The Cable Connection.* Cable magazine joint venture between *Fort Worth Star-Telegram* and Capital Cities' local cable franchise.
- Star-Text. Videotex service joint venture between the *Star-Telegram* and Tandy Corp. 300 subs.

Communication interests:

- Six television stations.
- 14 radio stations: seven FM, seven AM.
- Seven daily newspapers.
- 10 weekly newspapers.
- International Medical News Group.
- Professional Press Group.
- American Traveler Group.

Capital Cities had its 28th consecutive year of increased growth in 1982. Revenues increased 15.6 percent, from $573.7 million in 1981 to $663.5 million in 1982. Net income was up a healthy 20 percent, from $80.5 million in 1981 to $96.3 million in 1982.

Capital Cities' Cable Television Division generated a profit this year, for the first time in its three-year history. The division made a profit of $1.7 million on sales of $53.3 million in 1982, as opposed to last year's $3.1 million loss on total revenues of $21.4 million.

The bulk of Capital Cities' cable holdings came through the company's purchase of Cablecom-General Inc. in 1981, whose 43 systems cost Capital Cities $139 million. Capital Cities also acquired Cablecom's partial interest in three smaller companies through the deal, and in October 1982 Capital Cities acquired the remaining interests in the three systems, the largest being Community Cablevision of Odessa with 23,000 subscribers, for $16.5 million.

Today, with 53 systems and 314,283 subscribers, Capital Cities Cable is the 15th-largest MSO in the nation. It spent $31.1 million on capital improvements and acquisitions in 1982, 13 percent more than 1981's $27.1 million. Most of the expenditure was for improvement on existing systems, however, as Capital Cities believes that acquisitions prices of cable systems are "unreasonably high" in the present market.

System operation is the major aspect of Capital Cities involvement with cable, but its publishing branch also is involved in several aspects of cable, ranging from electronic publishing experiments to a weekly cable/industry newspaper, *Multichannel News,* which is owned by Fairchild Publications, a Capital Cities subsidiary. *The Cable Connection* is operated as a joint venture between Capital Cities' *Fort Worth Star-Telegram* and the company's local cable franchise. The newspaper also is running a videotex experiment in Fort Worth, Texas, in conjunction with Tandy Corp.

In all, aside from cable operations, the company owns six television stations, 14 radio stations, seven daily newspapers, numerous weekly papers, specialized business publications and a small television production operation.

CBS Inc.

51 W. 52 St.
New York, N.Y. 10019
(212) 975-4321
Thomas Wyman, chairman

Cable interests:

- Black Hawk Cable Communication Co. One system in Dallas/Fort Worth area. Subs: 20,000.
- Proposed Extravision multichannel over-the-air pay video service in five markets where CBS owns television stations.
- Venture One market test of videotex home information service in Ridgewood, N.J.

Communication interests:

- Seven AM, seven FM radio stations.
- CBS Radio Network.
- RadioRadio young adult radio network.
- Five television stations.
- CBS Television Network Division.
- CBS Entertainment Division.
- CBS Sports Division.
- CBS News Division.
- CBS Theatrical Films Division.
- CBS Record Division.
- CBS Records International Division.
- CBS Video Enterprises.
- CBS Publishing Group—consumer publishing: 10 magazines, educational and professional publishing.
- CBS Technology Center.

In 1982, CBS continued its exploration of cable possibilities, pushing forward in several areas but discontinuing its primary cable service. The recently launched CBS Cable service was eliminated, despite its 4 million subscribers in 350 cable systems. But CBS/Fox Co., a joint venture formed in July 1982 with 20th Century-Fox Video, is already the nation's largest marketer of videocassette and videodisc home entertainment. The new partnership also is involved in creating original videodisc material, using studio networks from both CBS and Fox.

CBS also is producing films for cable and home video as part of the new major motion picture production company formed in conjunction with Columbia Pictures and HBO. The new studio (Nova) will be involved in all aspects of motion picture production and will release movies both to theaters and on a pay-per-view basis.

On an experimental level, CBS' Venture One market test of a videotex home information service has entered its second phase in Ridgewood, N.J. The first phase generated a high level of usage and produced positive consumer interest in acquiring the service on a commercial basis. The second phase will introduce additional services to the system, including at-home banking.

Pending FCC approval, CBS is planning to test a multichannel over-the-air pay video service in the five markets where it owns television stations. CBS also is waiting for the FCC nod to begin its Extravision teletext service nationally over the CBS Television Network, which will provide constantly updated news and information in written form. Also pending final approval is CBS' purchase of KRLD-AM, Dallas, and Texas State Networks from Metromedia for $27 million.

In 1982, CBS ended an 11-year absence from cable system ownership with the purchase of Black Hawk Cable Communications, a 20,000-subscriber system in the Dallas/Fort Worth area. In addition to anticipated profitability, CBS hopes to use the system as a research and development tool for studying cable system operation and observing viewer preferences.

CBS owns five television stations and 14 radio stations, along with a network of over 200 broadcast affiliates. CBS' extensive involvement in entertainment brings it into contact with cable in diverse ways. As the world's largest producer, manufacturer and marketer of recorded music, CBS has been making promo videotapes for years, and is now a major source of music videos for MTV and the musical programs on USA Network and HBO. CBS' Toy Division has an exclusive marketing contract with ColecoVision, and develops and markets its own video games through its Video Games unit.

Revenues in 1982 for CBS were about $4.12 billion, compared to 1981 revenues of $3.95 billion. Despite the rise in revenues, net income was off some 25 percent, down to $122.5 million in 1982 from a 1981 net income of $162.8 million.

Cox Communications Inc.

1601 W. Peachtree St. NE
Atlanta, Ga. 30309
(404) 897-7000
Clifford Kirtland, chairman
William Schwartz, president

Cable interests:

- Cox Cable Communications. 61 systems, 1.3 million subs. (1/31/83).
- Indax two-way interactive communications system experiment in San Diego, Calif.
- FirsTicket. Joint venture test of pay-per-view system with ABC Video Enterprises.
- CommLine. Institutional business communications network being tested in Omaha, Neb.
- *ON Cable* magazine. Monthly programming guide.
- Spotlight. (25 percent share) managed by Times Mirror. 735,000 subs (12/82).
- Rainbow Programming Services. Minority interest with Daniels & Associates and Cablevision.
- Robert Wold Company (19 percent share).

Communication interests:

- Six television stations: five VHF, one UHF.
- 12 radio stations: five FM, seven AM.
- TeleRep. Television sales rep firm (39 stations).
- Chrystal Co. Radio sales rep firm.
- Schulke Radio Productions. Music syndication firm.
- Cellular radio applications in Charlotte, N.C. (with Cybertel); Omaha, Neb.; and Oklahoma City, Okla. (with Cybertel).

The Cox Cable division accounted for $261.2 million of Cox Communications' $514.7 million total revenues in 1982, making it the largest division in the company. It is also the fastest growing, its 39 percent increase in revenues since 1981's $188.4 million, surpassing its parent company's still respectable 27.6 percent gain over total 1981 revenues of $403.4 million.

Cox Cable operates 61 systems in 19 states, having lost one system in 1982. The city of Marquette, Mich., failed to renew Cox's franchise and the ensuing dispute resulted in Cox suing the city for alleged franchising process irregularity. The lawsuit is still pending.

Despite the lost franchise, subscriptions increased 29 percent to a total of about 1.3 million. While sign-up goals were met, Cox reported having a common problem in today's economy—retaining subscribers.

In 1982, Cox Cable conducted several tests of new cable technology or systems. Indax, a two-way interactive communications system, continues to be test-marketed in San Diego, Calif. Cox Cable reports that, while the technical aspects of Indax have been perfected, they still are evaluating packaging concepts and subscribers' preferences before offering the system commercially. Another new service, CommLine, is an institutional business communications network. It was introduced by Cox Cable in Omaha, Neb., in June 1982, and is intended to provide supporting data and video communications services to businesses, municipal, health and social agencies. FirsTicket is a pilot test program announced as a joint venture between Cox Cable and ABC Video Enterprises. It is designed to examine the full range of cable home entertainment, and will provide selected subscribers in Santa Barbara and San Diego with movies and special events on a pay-per-view basis.

Other Cox Cable ventures include the acquisition of the *ON Cable* monthly program guide and a partial equity in the Spotlight movie service and Rainbow Programming Services (Bravo, The Playboy Channel).

In addition to cable, Cox owns a chain of six television and 12 radio stations, as well as a sizeable wholesale automobile auctioning business. Cox's income was $65.4 million in 1982, a 17.9 percent increase over 1981's $55.4 million.

Continental Copper & Steel Industries Inc.

12 Commerce Dr.
Cranford, N.J. 07016
(201) 272-3850
Charles Mansfield, chairman
William O'Brian, president

Cable interests:

- CCS Cable—division manufacturing coaxial cable for the cable television industry.

After a disappointing year in 1981, Continental Copper & Steel suffered another year of reduced revenues and decreased assets in 1982. A 10 percent drop in revenues in 1982, down to $63.2 million, coupled with the closing down of CCS' Hatfield Wire & Cable division, produced a net loss of $13 million. CCS' continuing operations, in exclusion of the Hatfield division, reported a profit of $43,000 on sales of $63.2 million.

Continental's CCS Cable division fell short of expectations, and the company cited heavy initial cost and extremely high rates of interest delaying planned cable systems. CCS hopes that improvement of the national market will produce a surge of CATV system installations next year.

Continental also owns a plant in Mexico manufacturing steel, alloy and a variety of forged products. Two other Continental divisions, Braeburn Alloy, a manufacturer of high-grade steel for tool production, and Hanover Wire Cloth, a producer of screening for industry and home use, exhibited steady growth, with Hanover reporting record sales and profits, despite the depressed construction industry it serves.

Dow Jones & Co.

22 Cortlandt St.
New York, N.Y. 10007
(212) 285-5000
Warren Phillips, chairman
Ray Shaw, president

Cable interests:
- Dow Jones News Service
- Dow Jones/Retrieval
- The Wall Street Journal Late News
- Continental Cablevision Inc. (24.5 percent)

Communication interests:
- *The Wall Street Journal*
- The National Business Employment Weekly
- The Wall Street Journal Report
- *Barron's Magazine*
- Dow Jones Capital Markets Report
- Dow Alert
- Ottaway Newspapers
- Richard D. Irwin Inc.
- American Demographics

Dow Jones observed its 100th anniversary in 1982, and celebrated a year of record earnings, posting a 23.4 percent gain over the prior year. In 1981, the company purchased a 24.5 percent interest in Continental Cablevision Inc., now the country's 10th-largest MSO with more than 600,000 subscribers. In 1982, Continental exceeded by a significant margin the earnings forecasts and other projections made at the time of the investment.

The company's electronic publishing arm, Information Services Group, also experienced strong gains in 1982. Dow Jones News Service, the core newswire known as "the broadtape," was displayed on 25,400 teleprinters and video terminals in stock brokerage firms, banks and corporate offices, a 9 percent increase over 1981.

Dow Jones is making a major commitment to assure that the company maintains its role as a supplier of computerized news and information on demand. The company made its entry into software publishing in 1982, introducing four computer programs for the business and investment needs of personal computer users. The software, for use on Apple computers, will be supplemented in 1983 with programs for IBM personal computers.

The company's data base publishing unit, Dow Jones News/Retrieval, expanded its subscriber list and broadened the number of data bases, with nearly 60,000 customer terminals accessing information from Dow Jones' computers.

Continental Cablevision invested more than $100 million in new systems in 1982; the bulk went into construction of franchises in the suburbs of St. Louis, Chicago, Boston, Detroit and Cleveland. The company also made applications for approximately 20 new franchises. One is a 50-50 joint venture with 11 prominent black businessmen for a system in part of Chicago. In early 1983, the joint-venture was designated by the City Council to build one of the city's five systems. Cable revenues were up 50 percent over the previous year, operating income rose 36.5 percent, and identifiable assets climbed 50.4 percent over year earlier totals.

General Electric Co.

Fairfield, Conn. 06431
(804) 483-5000
John Welch Jr., chairman
John Burlingame, vice chairman

Cable interests:
- General Electric Cablevision—systems in California, Illinois, Indiana, Michigan, Mississippi and New York. Total: 12 systems. Subs: 309,600 (3/1/83).

Communication interests:
- Two television stations.
- Three AM and five FM stations.

As the 16th largest MSO, with 309,600 subscribers in six states, GE Cablevision's activities for 1982 rate a single sentence in General Electric's annual report, which it shares with GE's television and radio stations: "Broadcast and cablevision revenues and earnings showed continued growth." Indeed, with $26.5 billion in revenues last year—a 3 percent drop from 1981's revenues of $27.2 billion—giant GE has a lot going on in addition to cable television. A quick look at the "consumer products" division where GE Cablevision is a minor inhabitant, finds major appliances, lighting products, housewares, air conditioners, televisions and audio products. Other GE interests, produced by its manufacturing arm, include aircraft engines, industrial motors, transportation systems, electrical equipment, power plant generators, transformers, switchgear, nuclear reactors and related equipment, batteries, plastics and other engineered materials, technical systems for the electronics, aerospace and medical industries, not to forget robots. GE also develops software and extracts minerals and energy sources. GE acquires and disposes of too many properties on a regular basis to list them all—over the past two years, 199 transactions involving acquisitions, joint ventures, formations of new companies and dispositions took place, with the largest being the sale of GE's holdings in Utah International to an Australian firm for about $2.4 billion. Total assets in 1982 rose to around $21.6 billion.

While it is inevitable that GE's high technology research and development program will affect the cable industry, one development in 1982 could have immediate results once employed. The Comband bandwidth compression system, while not yet in production, could be a godsend for overcrowded cable systems because of its ability to double the number of channels transmitted over existing plant.

General Instrument Corp.

1775 Broadway
New York, N.Y. 10019
(212) 974-8700
Frank Hickey, chairman

Cable interests:
- Broadband communications and computer divisions. Manufactures addressable converter/descramblers, converters. Jerrold division is a major manufacturer of CATV products.
- PlayCable. A 50-50 joint venture with Mattel providing videogames via cable.
- United Satellite TV. A 14.1 percent equity interest in a direct satellite-to-home broadcast venture headed by Prudential Insurance, USCI and others.
- Sytek. General Instrument acquired 51 percent of this designer of broadband digital networking systems and supplier of modems and multiplexers in September.

Communication interests:
- MATV product manufacturer.
- Data Systems. On-line wagering systems and business systems for data transmission.
- Semiconductor Products.

In a year when many cable companies complained of a slow industry, General Instrument recorded its sixth year in a row of record earnings and revenues. Revenues increased 16 percent, from $825 million in 1981 to $957 million in 1982. Net income jumped 32.2 percent, from $68.1 million in 1981 to $90 million in 1982.

Primarily a company that develops data systems and manufactures semiconductor products, computer components and broadband communications equipment, General Instrument has announced its intentions of gaining a significant share of the satellite TV earth station market. In March 1981, the company signed an agreement with SED Systems Inc. of

Canada to license their 4 and 12 GHz technology for use in GI's newly developed line of low-cost satellite earth stations. General Instrument also has purchased a 14.1 percent share of United Satellite Television, a joint venture with Prudential Insurance, USCI and several other investors, intending on beginning direct satellite-to-home transmissions in the summer of 1983.

General Instrument's broadband communications division has had a busy year, shipping over 300,000 CATV subscriber terminals each month at the end of 1982. Best known for its Jerrold line, General Instrument was the first CATV equipment manufacturer to develop a 52-channel amplifier, the Jerrold System 400. The company responded to industry demand for addressable converters by introducing its addressable Starcom IV 58-channel digital converter in 1982, and announced a complete line of 450 MHz cable distribution products to be introduced.

General Instrument also is involved in interactive television products. Its BroadCom system provides two-way voice, data and video communication using a single broadband coaxial cable. Through a joint venture with Mattel, General Instrument's PlayCable, an interactive system allowing the viewer to choose and play video games through cable, was launched in seven cable systems in the New York area. The company also is continuing testing in the burgeoning cable home security field, completing a test of Jerrold's 11-function security system in Long Island.

Cable revenues amounted to $409.5 million in 1982, a 35.9 percent improvement over 1981's $301.3 million. General Instrument's cable equipment production capacities were increased in September when the company agreed to acquire 51 percent of Sytek Inc.

General Telephone & Electronics Corp.

One Stamford Forum
Stamford, Conn. 06904
(203) 965-2000
Theodore Brophy, chairman
Thomas Vanderslice, president and chief operating officer

Cable interests:

- Sylvania CATV Transmission System Division—manufactures trunk amplifiers, line extenders, converters and addressable converters.
- GTE Telenet Communications Group—designs and operates communication systems, e.g. electronic mail, medical, financial and credit information networks.
- Two communication satellites to be launched in 1984.

Communication interests:

- Three international telephone companies.
- Sixteen domestic telephone companies.

In addition to its benefit as a developer and manufacturer of high technology products and services, GTE, through its Sylvania CATV Transmission System division (which was acquired by Texscan Corp. in April 1983) was one of the cable industry's top suppliers of transmission equipment, including a full range of trunk amplifiers, line extenders and 58-channel converters. In 1982, GTE expanded its product family with a new line of addressable converters.

Despite cable-related revenues of $2.5 billion, 12 percent higher than the previous year, the largest division of GTE is not cable, but telephone operations. GTE's domestic and foreign telephone companies collected $7.8 billion in revenues during 1982, a billion dollar improvement over the previous year. GTE acquired Southern Pacific Communications, operators of the Sprint phone service, as well as Southern Pacific Satellite Co., which will operate GTE's Spacenet satellite system.

GTE's Telenet Group, while registering considerable growth and expansion in the area of data communication network services, registered a $15 million net loss on sales of $137 million. In 1982 it began operation of its Finet financial information network service, and Minet, a medical information network.

In 1982, GTE took in a total $12.6 billion in revenues, an increase of 9 percent over 1981 revenues. Income was $843 million, a 17.7 percent gain over 1981.

Getty Oil Co.

3810 Wilshire Blvd.
Los Angeles, Calif. 90010
(213) 739-2100
Sidney Peterson, chairman
Robert Miller, president

Cable interests:

- Entertainment and Sports Programming Network Inc. (85 percent).
- Agreement with ABC to begin a pay-per-view sports channel, RSVP.

Normally, a cable network with a 23 million household subscriber base is considered fairly impressive, but despite its size, the Entertainment and Sports Programming Network practically fades to insignificance when compared to its parent company, the massive Getty Oil Co. With total assets falling just below $10 billion last year, and 1982 revenues of $12.3 billion, Getty managers are not losing any sleep worrying about the cable industry. In fact, ESPN does not even merit a division of its own, but is lumped under the Diversified Operations Division, along with lumber and real estate.

As the name suggests, Getty Oil activities center on exploring, producing, transporting, refining and marketing petroleum. With almost 20,000 employees, Getty owns oil and natural gas reserves offshore in the Gulf of Mexico, in 25 states in this country, the United Kingdom sector of the North Sea, Saudi Arabia and Kuwait. But, impressive as Getty's 1982 revenues sound, they still represent a 7.1 percent drop from 1981 revenues of $13.2 billion, and income fell 19.3 percent, from $856.8 million in 1981 to $691.5 million in 1982.

Getty's energy pursuits are not only confined to oil, however. The company is actively engaged in drilling for natural gas, mining coal and uranium and developing synthetic fuel. In addition to energy, Getty has diversified into such areas as agricultural operations; real estate; forest products, plastics; chemical fertilizers; life, casualty and property insurance; and, of course, cable television programming. Besides ESPN, which, at 23 million subscribers, is one of the largest advertiser-supported cable services in the country, Getty has just begun a joint venture with ABC to develop and operate a pay-per-view satellite programming service—RSVP—featuring major sports presentations. As part of the agreement, ESPN will obtain selected events from ABC for broadcast on its basic cable service, and ABC will secure options to acquire a minority interest in ESPN.

In 1982, ESPN increased its subscriber base 71 percent, from only 13 million in 1981. Cable affiliates increased 67 percent to 5,052, and national advertisers increased 63 percent to 260. Despite these figures, ESPN continued to operate at a loss, but Getty officials say that they will continue investing in cable.

Gulf+Western Industries Inc.

1 Gulf+Western Plaza
New York, N.Y. 10023
(212) 333-7000
Charles Bluhdorn, chairman
David Judelson, president

Cable interests:

- USA Network (33 percent) advertiser-supported basic

network, owned with MCA Inc. and Time Inc.; 17 million subs (4 83).
- Madison Square Garden Network Division. Supplier of sports and entertainment programming originating from Madison Square Garden (1.4 million subs).
- United International Pictures. Joint venture owned by Paramount, MCA Inc. and MGM UA Entertainment. Distributes theatrical pictures to theaters and cable.

Communication interests:
- Sega Enterprises (90 percent). Designs, manufactures and distributes coin-operated video games and licenses home video game designs.
- Simon & Schuster. Book publisher.
- Famous Music Corp. Creates and publishes music.
- Madison Square Garden Corp.
- Paramount Motion Pictures.
- Paramount Television.

With a third share of USA Network—the rest being split between Time Inc. and MCA Inc.—Gulf+Western's Paramount Video has part of one of the largest cable networks in the industry. USA Network is a full service, advertiser-supported basic cable network with 17 million subscribers.

Paramount's second cable channel derives its programming from a single source: events taking place at Madison Square Garden in New York City. MSG Cablevision now brings 1.4 million subscribers 135 Garden events a year, and is planning to offer an expanded advertiser-supported service in 1983 that will feature nine hours of programming a day.

A new venture that adds an additional dimension to Paramount's involvement with cable is United International Pictures, a joint venture owned by Paramount, MCA and MGM UA Entertainment. The new company will produce and distribute theatrical motion pictures to both the theater and cable industries.

Gulf+Western groups its cable service into its Leisure Time division, a subsidiary that also includes Famous Music, Simon & Schuster and Paramount Pictures. In 1982, Gulf+Western's total revenues fell 2.7 percent, from $5.47 billion in 1981 to $5.33 billion in 1982. Income dropped considerably, down 42 percent, from $290 million in 1981 to $168 million in 1982.

Besides cable and movie activities, G+W manufactures clothing, energy and industrial products, automotive components and replacement parts. It owns cement, chemical, zinc and sugar operations, a tourism business in the Dominican Republic and Consolidated Cigar Co. G+W also owns a 90 percent interest in Sega Enterprises, which designs, manufactures, distributes and operates electronic video games in the United States and Japan, and has recently signed agreements with Coleco and Parker Bros. for the marketing of home versions of Sega games.

Harte-Hanks Communications Inc.

40 N.E. Loop 410
San Antonio, Texas 78216
(512) 344-8000
Robert Marbut, president and CEO
Larry Franklin, chief operating officer

Cable interests:
- Harte-Hanks Cable Television. Owns nine systems with 47,700 subs in Colorado and Texas. Manages eight systems with 26,100 subs in Texas and Arizona, with options to acquire. Also has agreement to purchase UltraCom Inc. and Southwestern Satellite in 1984.
- Cable "Shopper's Channel" developed in San Antonio, Texas.
- KENS. Originates TV news feeds for SNC.
- RMH Research Inc. Serves as research coordinator in two-year electronic publishing test conducted by AP and CompuServe.
- Teletext projects planned in late 1983.

Communication interests:
- 87 newspapers.
- 11 radio stations: six FM, five AM.
- Six theme parks.
- Consumer Distribution Marketing. Mailing services.
- Four television stations.
- Tele-Research Item Movement and Tele-Research Inc.

After 44 straight quarters of earnings growth, Harte-Hanks didn't let something like a major recession ruin its streak. Total 1982 revenues reached another all-time high of $396.9 million, a 14 percent increase over 1981's revenues of $348.5 million. Net income was up 8 percent, from $25.3 million in 1981 to $27.2 million in 1982. Harte-Hanks total assets rose 11 percent, from $397.8 million in 1981 to $441.6 million in 1982.

Harte-Hanks, which is involved in a spectrum of communication interests, entered the cable field in 1978 and has steadily expanded its cable operations since then through acquisitions, franchising and various option agreements. Harte-Hanks owns nine systems in Texas and Colorado, containing 78,500 homes and serving 47,700 basic and premium subscribers. It manages eight more systems in Texas and Arizona, containing 36,300 homes and serving, at the end of 1982, approximately 26,100 subscribers. Harte-Hanks has the option to purchase these systems, and plans to do so by 1984. The company also has options to acquire UltraCom, with 66,700 subscribers in 15 systems in eight states and two systems under development, and Southwestern Satellite, which serves 3,800 subscribers in a single system in the Houston area. Harte-Hanks plans to purchase these systems as well.

Harte-Hanks' cable and broadcast operations brought $74.7 million in revenues in 1982, a 10 percent rise from 1981's revenues of $67.9 million. Harte-Hanks also spent $4.2 million in 1982 to revitalize its oldest cable system, located in a Houston suburb.

Besides cable and broadcast holdings, Harte-Hanks owns numerous daily and weekly newspapers, advertising and specialty publications, commercial printing facilities, "target distribution" systems, direct-mail services, market research operations and an entertainment production company. Harte-Hanks' latest acquisition is a consumer shopping channel on their cable TV system in San Antonio, Texas. After only a few months of operation, Harte-Hanks reports that the new channel is turning a profit.

Heritage Communications Inc.

2195 Ingersoll Ave.
Des Moines, Iowa 50312
James Hoak Jr., president
James Cownie, executive vice president

Cable interests:
- Heritage Telecommunications Group. 114 systems in 13 states; 275,000 subs.
- Iowa Cable Network.
- Six limited partnerships developed during 1982 and 1983 to acquire systems.
- Telecommunications Group Marketing Department. Designed to increase basic and pay penetration, as well as revenue per subscriber.
- Display Communications Group. Designs and constructs retail cable stores. Created booths for cable suppliers at NCTA convention.

Communication interests:
- Shaw-Barton. Calendar and specialty advertising operations.
- Oravisual Co. Produces meeting and educational aids.
- Braun-Brumfield. Book manufacturer.

If there was a slump in the economy in 1982, you wouldn't know it from looking at Heritage Communications' performance. Revenues increased 23 percent, from $77.1

million in 1981 to $94.8 million in 1982. Earnings were up even more, rocketing 61 percent, from $3.8 million in 1981 to $6.1 million this year.

Heritage Communications' Telecommunications Group, which is devoted almost entirely to cable operations, had an equally impressive year. Revenues increased 29 percent in 1982 over 1981's $27.4 million, up to $35.5 million. Assets were up 20 percent, from $72.5 million to $87.2 million in 1982, as the group added 18 new franchises and renewed 10 others, giving the group approximately 275,000 subscribers in 200 communities over 13 states. With 114 cable systems, Heritage is ranked number 19 in the top 100 MSOs in the country. Over the year basic subscribers increased by 15 percent and pay subscribers were up by 24 percent, rapid subscriber growth being led by Heritage's Texas system, which increased by a third during 1982, from 21,902 to 29,226 subscribers.

To help soften the impact of the tremendous cash outflow required by extensive cable development, Heritage has diversified into other fields, notably educational products and advertising. Collected under Heritage's second major division, Marketing Products and Services, are four recently acquired companies: Shaw-Barton, a manufacturer of calendar and specialty advertising products; the School Annual Publishing Co., a publisher of school yearbooks; Orivisual, a producer of meeting and educational aids, such as easels, lecturns and pads; and Braun-Brumfield, a short-run book manufacturer. Heritage also has a Display Communications Group, which develops exhibits for trade shows and designs and constructs cable and phone stores.

Insilco Corp.

1000 Research Parkway
Meriden, Conn. 06450
(203) 634-2000

Durand Blatz, chairman
Donald Harper, president

Cable interests:

- Times Fiber Communications (75 percent interest). Manufactures coaxial, multiconductor and fiberoptic cables.

Communication interests:

- Taylor Publishing Co.
- Stewart Stamping. Manufactures small precision parts for the electronics industry.
- Computer Circuitry Group. Makes components and circuits.
- Basic Industries. Makes precision metal parts for computers.

Insilco's interest in Times Fiber Communications, a major producer of cables, was reduced from 75 to 67 percent with the issuance of a million shares of common stock for public sale in 1982. Besides Times Fiber, Insilco has a wide range of other interests, falling roughly into two areas: high technology markets and specialty consumer markets.

The high technology area involves such companies as Stewart Stamping, Computer Circuitry Group, Basic Industries, MRM Industries and Steel Parts and Hawthorne. Specialty Consumer Products groups include Miles Homes, a building materials supplier; Nationwide Homes, a manufacturer of prefabricated housing; Enterprise, Sinclair and Red Devil paint companies; Taylor Publishing, a publisher of yearbooks and other specialty items; and Rolodex, which manufactures desk-top rotary index files. The International Silver Co., which was the core company Insilco was built around, was sold in the third quarter of 1982.

During 1982, Times Fiber completed the initial development work and began commercial production of a fiberoptic television distribution system called the Mini-Hub system. Mini-Hub utilizes fiberoptic cables connected to an electronic switching network located on residential streets. Insilco began shipping the system in the middle of 1982.

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– Jeffrey S. Deckman, President, Systems Oriented, Cable Contractor, Cumberland, RI

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Insilco sales rose only slightly in 1982, up 2 percent from $624.7 million in 1981 to $636 million in 1982. Net income, however, plunged 56 percent in 1982, to $14.8 million, down from 1981's $34 million. Insilco's Times Fiber did considerably better, with income down just 7 percent, from $27.7 million in 1981 to $25.6 million last year on revenues of $220.6 million, an 11.4 percent increase over 1981 revenues of $198.1 million.

Knight-Ridder Newspapers Inc.

One Herald Plaza
Miami, Fla. 33101
Alvah Chapman Jr., chairman
James Batten, president

Cable interests:

- TKR Cable Company.-Joint venture with TCI. Systems in New Jersey and New York. 91,000 subs.
- Joint venture with Times Mirror to rebuild Long Beach, Calif., system. 16,000 subs.
- Clear Television Cable Corp. 10 percent interest acquired by TKR from TCI.
- Viewdata Corp. of America (Viewtron). Joint venture with AT&T to launch major consumer videotex service.

Communication interests:

- 31 daily newspapers, including *Philadelphia Inquirer, Detroit Free Press* and *Miami Herald*.
- 11 suburban papers.
- Five television stations.
- Commodity News Service. Distributes news and financial quotes. Expansion to electronic mail planned. 16,000 subs.
- *Journal of Commerce*.
- Vu/Text Information Services. Electronic library systems in Philadelphia, Detroit and Miami.
- HP Books. Publishers of "how-to" books.
- Newsprint mills.
- Cellular radio licenses applied for in Miami.

As a major newspaper syndicate, Knight-Ridder has been pushing its way slowly into the cable industry through a variety of joint ventures. In February 1982, Knight-Ridder and TCI, through their 50-50 venture TKR Cable, acquired 42,000 basic subscribers in Warren and Parlin, N.J., subsequently adding three more New Jersey communities with 45,000 additional subscribers. TKR also bought TCI's 10 percent interest in Clear Television Cable Corp., operating in Toms River, N.J. All told, TKR spent $86.3 million for acquisitions during 1982.

Another venture, this time with Times Mirror, netted Knight-Ridder a 15-year franchise to Long Beach, Calif. At the end of 1982, the system had 16,000 basic subscribers. The company predicts having at least 40,000 basic subs and revenues of over $9 million by year's end. Cost of constructing the new Long Beach system is estimated at $32 million by the company. Knight-Ridder, through TKR Cable, also expects to pay $24 million for TCI's system in Rockland County, N.Y. The system has about 20,000 basic subscribers and passes 49,000 homes. It is expected to pass to TKR's hands this year.

On the technology side, Knight-Ridder and AT&T are planning to launch a test of their Viewtron videotex system in Coral Gables, Fla., this year, and has opened up advertising sales offices in New York and Chicago. Knight-Ridder also is expanding its Vu/Text Information Services electronic library system to two new cities, Detroit and Miami, after its debut in Philadelphia. Knight-Ridder spent $5.4 million to acquire Commodity Perspective, whose subscriber base of 8,000 doubled that of Knight-Ridder's Commodity News Services Inc.

Knight-Ridder's revenues were $936 million in 1982, a 4.3

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percent gain over 1981 revenues of $897.4 million. Earnings were up as well, a slight 2.6 percent, from $100.3 million to $102.9 million. Additional operations of Knight-Ridder include 31 daily and 11 suburban newspapers, five television stations, the *Journal of Commerce*, HP Books and various paper mills.

M/A-COM Inc.

South Avenue
Burlington, Mass. 01803
(617) 272-9600
Dr. Lawrence Gould, chairman
Richard DiBona, president

Cable interests:
- M/A-COM Cable Home Communications. Consists of three companies: M/A-COM Comm/Scope Inc., manufactures and markets CATV coaxial cable; M/A-COM Prodelin Inc., manufactures satellite earth station antennas; and M/A-COM Video Satellite Inc., manufactures TV receive-only earth stations and associated electronic equipment.
- Nineteen other companies manufacture components and products for CATV systems users.

Communication interests:
- Valtec. Joint venture with Philips Optical Communications to manufacture optical fiber cable for the telephone and defense markets.
- M/A-COM Components Group. 12 companies manufacturing microwave components for defense and commercial applications.
- M/A-COM Integrated Digital Communications Group. Six companies supplying digital information processing equipment for satellite and terrestrial communications; local digital distribution equipment and other communications equipment for defense, commercial and CATV industries.
- M/A-COM Development Corp. Long-range research and development.

M/A-COM Inc., through its 22 companies grouped into four major divisions, along with its two joint ventures, provides equipment and systems for the commercial telecommunications and defense industries. A major supplier of coaxial cable, satellite earth stations and associated electronic equipment such as receivers, amplifiers and converters, M/A-COM's Cable Home Communications companies accounted for $193.4 million in revenues in 1982, a 7.2 percent increase over 1981's $180.4 million and 32 percent of the company's total revenues for the year, which were $587.6 million in 1982, a 17.9 percent gain over total company revenues of $498.4 million in 1981.

Three companies go into M/A-COM's Cable Home Division. M/A-COM Comm/Scope Inc. is a major manufacturer and marketer of coaxial cable; M/A-COM Prodelin Inc. supplies earth stations and microwave antennas; and M/A-COM Video Satellite Inc. manufactures earth stations and associated equipment. Although M/A-COM's cable division has traditionally had strong growth, 1982 was a slow year, with sales 7 percent above last year and profits down 23 percent. M/A-COM attributes that to a plateauing out of cable installation due to an overextension of resources on the part of MSOs. However, the company sees sanguine market opportunities in the installation of large city markets and the upgrading and expansion of older systems.

Several other M/A-COM divisions also produce and supply equipment used by the cable industry. M/A-COM's joint venture with Philips Optical manufactures optical fiber cable that, though used in the telephone and defense industries, has CATV applications as well. The company's Linkabit Inc. has developed digital and encryption communication equipment for satellite carriers that has been adapted for CATV use in scrambling programs. M/A-COM also has been busy with long-range research and development, increasing R&D expenditures 56 percent in 1982, from $14.7 million in 1981 to $22.9 million. One development in the marketing stage is the Infobus broadband cable network, which simultaneously supports voice, video and data transmissions.

MCA Inc.

100 Universal City Plaza
Universal City, Calif. 91608
(213) 985-4321
Lew Wasserman, chairman
Sidney Sheinberg, president

Cable interests:
- Owns one-third of USA Network.
- Owns 22.58 percent of Showtime and The Movie Channel in a joint venture with American Express, Paramount, Viacom and Warner Brothers.
- Universal Pay Television division. Licenses films and specials to the cable industry.

Communication interests:
- MCA TV Enterprises
- MCA Publishing Rights.
- MCA TV.
- MCA Merchandising.
- MCA Development.
- MCA Recreation Services.
- MCA Records.
- MCA Videodisc.

MCA entered the cable field in 1980 by purchasing a one-third interest in USA Network, which is now owned by three partners: MCA, Paramount (Gulf+Western) and Time Inc. MCA joined a field of companies—American Express, Paramount, Viacom and Warner Bros.—in announcing the joint operation of both the Showtime and The Movie Channel pay TV services. MCA's share will be 22.58 percent, provided the Antitrust Division of the Department of Justice approves the transaction.

As a leading producer and distributer of motion pictures, through its Universal Studios subsidiary, MCA has become involved in licensing movies from its catalogue to cable. MCA licensed 50 additional films to cable systems in 1982, and in 1983 it broke tradition by being the first studio to premiere a major motion picture on pay-per-view television the same day it opened in theaters.

Other MCA subsidiaries include Universal Theatrical Motion Pictures, Universal Television, MCA TV, MCA Records, MCA Music, a retail and mail-order division, and MCA Recreational Services, which handles visitor concessions at Yosemite National Park and at the Federal Mall in Washington. MCA also is involved in publishing enterprises and in licensing products from its numerous films.

MCA reported the highest revenues in its history in 1982: $1.58 billion as opposed to $1.32 billion for 1981. Income for 1982 was nearly double that of 1981: $176 million as opposed to $89 million.

Multimedia Inc.

P.O. Box 1688
Greenville, S.C. 29602
(803) 298-4373
Wilson Wearn, chairman
Walter Bartlett, president

Cable interests:
- Systems in Kansas, Illinois, North Carolina and Oklahoma (201,246 subs).
- Multimedia Cable Security Services.
- Tar River Communications (60 percent).
- Acquired group of four cable TV systems from ATC near Oklahoma City in exchange for three Tar River systems in North Carolina, plus $22.5 million.

Communication interests:
- 13 daily newspapers.
- 21 non-daily papers.

(Continued on page 191.)

(Continued from page 164.)

- Five television stations.
- Six AM stations, six FM stations.
- Multimedia Program Productions. Produces series for broadcast television.
- Joint venture to apply for cellular radio licenses in five cities with Standwood Corp.

With 201,246 subscribers in Kansas, Illinois, North Carolina and Oklahoma, Multimedia Cablevision is the 26th largest MSO in the nation. In 1982, cable operations brought in $32.8 million in revenues, a 69 percent improvement over 1981's $19.4 million in revenues.

Multimedia Cablevision has been making efforts to expand its cable operations, adding 30 franchises last year, to give it a total of 90 franchises in the four-state area it serves. In keeping with an agreement made in January 1981, Multimedia Cablevision bought another 20 percent of Tar River Communications, giving Multimedia a controlling 60 percent interest in the company. Tar River has 37 systems, with 51,000 basic subscribers and 31,000 pay subscribers. In 1982, Multimedia traded three of those Tar River systems to ATC, along with $22.5 million to sweeten the pot, in exchange for four cable systems near Oklahoma City.

Also this year, Multimedia began to offer its subscribers in Wichita, Kan., home protection through the newly formed Multimedia Cable Security Services. Multimedia believes that cable home security is a growth field for the future, and plans to make it available wherever it has cable franchises.

Aside from cable operations, Multimedia also publishes 34 newspapers and owns five television stations and 12 radio stations. It also produces and syndicates television programming, including *The Phil Donahue Show*.

As a whole, the company earned $225.4 million in revenues in 1982, a 15.5 percent improvement over 1981's $195.2 million. Profits rose 12.2 percent, from $25.8 million in 1981 to $28.9 million in 1982.

The New York Times Co.

229 W. 43rd St.
New York, N.Y. 10036
Arthur Ochs Sulzberger, chairman
Walter Mattson, president

Cable interests:

- New York Times Cable. A single system in Southern New Jersey; 98,500 subs.
- New York Times Productions. Produces original programming for cable television.

Communication interests:

- 16 weekly and 14 daily newspapers.
- Three magazines: *Family Circle*, *Golf Digest* and *Tennis*.
- Three television stations.
- Two radio stations.
- Mead Data Central. Exclusive rights to distribute NYT data base.
- Times Books.
- The New York Times News Service.
- Four paper mills.
- *International Herald Tribune* (33 percent interest).

The New York Times Co. may be crowing about the two Pulitzer Prizes gained this year by its 132-year-old flagship newspaper, but it is no doubt equally as happy about some of the company's other acquisitions in 1982.

The New York Times Co. added 12 newspapers—nine dailies and three weeklies—to its roster, giving it a total of 30 newspapers. The new dailies have a combined circulation of about 200,000, and the weeklies have a circulation of about 24,000. Aside from newspapers, the company owns *Family Circle*, *Golf Digest* and *Tennis* magazines, a news service, a features syndicate, a microfilm publishing company, a book publishing firm and shared interest in several Canadian logging firms and the *International Herald Tribune*, not to mention its cable and broadcast operations.

The company's broadcast/cable division exhibited solid growth in 1982, with revenues increasing almost 28 percent, from $36.7 million in 1981 to $46.9 million in 1982. Income was down, however, from $3.5 million in 1981 to $2.7 million last year, the company attributing the decline to increased development costs for their cable system. NYT Cable is the name given to the company purchased in March 1981 from Irving Kahn. The system has grown 37 percent since then, to nearly 100,000 subscribers by the end of 1982. The system has 36 basic channels and serves a three-county area in Southern New Jersey. The system is ranked 9th out of the top 100 systems.

In 1982, total corporate revenues grew 10.9 percent, from $841.7 million in 1981 to $933.6 million in 1982. Income was up 8.6 percent, from 49.9 million in 1981 to $54.2 million in 1982. The addition of 12 new newspapers helps boost company assets some 28 percent in 1982, from $598.8 million in 1981 to $761.4 million last year.

North American Philips Corp.

100 E. 42nd St.
New York, N.Y. 10017
(212) 697-3600
Pieter Vink, chairman
Cees Bruynes, president

Cable interests:

- Magnavox CATV Systems. Manufactures converter/descramblers, headend signal processing equipment, other CATV system products.
- N.A.P. Consumer Electronics Corp. Integration of Philco, Sylvania and Magnavox lines. Manufactures amplifiers and distribution equipment for cable television.

Communication interests:

- Odyssey video games.
- SMATV installation.
- Philips Business Systems.
- North American Philips Research. Developing new technology in digital electronics using VLSI circuits for television.
- Manufactures home entertainment products, video cassettes, color television receivers, projection TV, videodiscs.

North American Philips produces a huge amount of electrical and electronic goods, including color and projection televisions, audio equipment, appliances, video games, cassette recorders and disc players, medical diagnostic equipment, electronic instrumentation for energy, chemical and environmental analysis, musical instruments and magnetic wire. A small segment of Philips' activity is involved in supplying the cable industry with modular amplifiers and distribution equipment for monitoring system performance through its Magnavox CATV Systems division, which itself is grouped in the company's professional equipment branch.

Net sales for Philips were $3.16 billion in 1982, a 4.6 percent increase over 1981's $3.03 billion, but nothing like the 40 percent leap in revenues seen in 1981. During the same period, net income dropped nearly 30 percent, from $103 million in 1981 to $73 million in 1982. Total assets declined slightly, from $1.85 billion in 1981 to $1.82 billion in 1982. A new asset acquired in February 1983 is the Westinghouse lamp business, consisting of 10 plants in the United States and one in Mexico, which Philips purchased for an estimated $175 million.

The Hartford National Bank and Trust, which owns 61 percent of Philips' stock, acts as a trustee for the shareholders of Philips of the Netherlands.

Oak Industries Inc.

16935 W. Bernardo Dr.
Rancho Bernardo, Calif. 92127
(714) 485-9880
Everitt Carter, chairman
Raymond Peirce, president

Cable interests:
- Oak Communications. Produces converters, both addressable and non-addressable converter/decoders, software packages for management of addressable cable and STV systems.
- Oak Media Development Corp. A joint venture with Universal Pictures to produce movies for theaters and pay television.
- Oak Technology. Manufactures electronic components, switches, quartz crystal products, resistors, appliance components and laminating materials.
- Racal-Oak. A joint venture with Racal Electronics of Great Britain to investigate potential involvement in European pay television.

Communication interests:
- STV operations in five cities.
- Telestar Corp. and Oak Media—joint venture to market Oak's ON TV via satellite to SMATV and MDS pay TV outlets nationwide.
- Videonet. Acquired in 1981, provides videoconference services.
- Satellite Systems Unit. Manufactures Orion system for encryption of satellite signals, plus encoding and decoding equipment.
- McCoy Electronics. Produces quartz crystals for military communications.

A major producer of cable and STV electronic equipment, Oak Industries sold its two CATV systems in California in 1982 and announced that it is no longer interested in acquiring any additional cable systems. The company is planning, however, to expand its STV system, ON TV, into several more large metropolitan markets, even though two of its operations (in Dallas and Phoenix) went under, resulting in a loss of $10 million. Oak reports that, while the number of new subscribers signing up for ON TV has been satisfactory, the rate of cancellations and terminations has risen sharply, resulting in an eroding of the subscriber base.

Plans to expand ON TV include utilizing satellite broadcasting. ON TV now is being marketed nationally to SMATV systems and MDS systems through a joint venture with the Telestar Corp. Oak is leasing two transponders from Telestar on the Comstar D-4 satellite, and already has commitments for 16,000 new subscribers through the venture.

Oak Media Development also is involved in a joint venture with Universal Pictures to produce movies for theatrical and cable release, the first collaboration between a major studio and a pay TV system operator. The first production of the $16 million, four-picture agreement between Oak and Universal already has been completed and should be released to theaters and then to cable systems soon.

Another joint venture involves Oak with Racal Electronics of Great Britain. The two companies are exploring profit opportunities in European pay television, with Oak contributing technology from its Oak Communications division in the form of converter/decoders and computer-directed software programs.

Oak also operates VideoNet, a producer of teleconference services and programming in which Oak acquired 81 percent equity in 1981.

Besides communications activities, Oak is a manufacturer of electronic components, including switches, quartz crystal products, resistors, appliance components, converter/decoders and laminating materials for industrial needs.

Oak's revenues rose in 1982, from $507.1 million the previous year to $545.7 million. But income fell dramatically, down 86.5 percent, from $30.3 million in 1981 to $4.1 million in 1982. Oak attributed this slashing of income in 1982 to "the recession, less-than-expected growth in the cable television industry, production start-up problems with new cable TV decoders and devaluations of the Mexican peso."

The Penn Central Corp.

245 Park Ave.
New York, N.Y. 10167
(212) 599-8000
Alfred Martinelli, president and CEO
Charles Cobb, chief operating officer

Cable interests:
- General Cable Co. Manufactures products and supplies for the cable industry.
- General Cable International.

Communication interests:
- Sprague Electric Co.

Long after the last Penn Central locomotive traveled its last mile of track, the 137-year-old company put itself on the electronics and telecommunications track with the purchase of G.K. Technologies Inc. for $704 million in the spring of 1981. Through its General Cable and General Cable International subsidiaries, G.K. Technologies is a manufacturer of wire and cable products for the telecommunications industry.

Since its purchase, Penn Central has invested more than $11 million in cable operations, mostly for a new fiberoptics manufacturing facility and modernization of South American wire and cable manufacturing facilities. In return, Penn Central's cable operations brought in $373.2 million in revenues last year, a 30.2 percent increase over 1981's revenues of $286.6 million. Cable and telecommunications equipment account for an increasing amount of Penn Central's revenues, 11.8 percent in 1982 as opposed to 8.6 percent in 1981.

In an effort to divest itself of all holdings unrelated to electronics, telecommunications, energy or natural resources, Penn Central sold its amusement park subsidiary to Bally in early 1982 for approximately $147 million. It also sold a 27 percent share in Phillips Cables Ltd., a Canadian wire and cable manufacturer, for approximately $23.8 million in cash. Total Penn Central revenues for 1982 were $3.16 billion, a reduction of some 5.5 percent from 1981 revenues of $3.34 billion. Income dropped from $168 million in 1981 to $131 million in 1982, a reduction of 22.1 percent.

Besides wire and cable products, General Cable's Apparatus Division produces aerial lift trucks used in installing and servicing communications and CATV wire and cable, along with other installation service products.

Penn Central has gotten involved in a wide variety of concerns since leaving the railroad business. It manufactures offshore oil rig equipment and machinery, operates petroleum pipelines, produces electronic and electrical circuit components for the aerospace and military industries, has numerous real estate and resort concerns, including Madison Square Garden, which it owns and manages, and it also provides paving and utility construction services and manufactures various household products.

Playboy Enterprises Inc.

919 N. Michigan Ave.
Chicago, Ill. 60611
(312) 751-8000
Hugh Hefner, chairman
Christie Hefner, president

Cable interests:
- The Playboy Channel—joint venture with Cablevision, Cox Communications and Daniels & Associates.

- "Electronic version" of *Playboy* magazine, an hour-long video program provided to 600,000 over-the-air subscription homes served by Oak Media Development's ON TV, as well as The Playboy Channel.

Communication interests:
- Magazine publishing: *Playboy*, *Games*, guides, foreign editions.
- Playboy Productions—television, home video, pay cable production.

Despite consolidation in several areas, Playboy Enterprises has pushed forward in both cable and over-the-air pay television. It began to produce original Playboy programming for Rainbow Programming Services' Escapade channel (renamed The Playboy Channel in late 1982) in a joint venture with Cablevision Program Enterprises, Cox Cable and Daniels & Associates. Launched with a subscriber base of 200,000 homes, the channel was expected to reach 400,000 homes by the first quarter of 1983. Playboy also began a one-year agreement with Oak Media Development Corp. to provide 12 once-a-month, hour-long video *Playboy* magazine programs for its over-the-air service. Playboy has contracted with CBS/20th Century-Fox for exclusive worldwide distribution of Playboy-produced programming on home videocassettes and discs.

In what was termed "a key transitional year," Playboy reported a net loss of $51.7 million for 1982, mostly due to the company's forced divestiture of its Atlantic City and British casino operations. Playboy's book publishing operations were also sold, but Playboy will continue to publish certain Playboy-denominated book material.

Playboy magazine remained the company's major source of income, generating $136 million of the firm's $210 million total 1982 revenues. Magazine revenues were up 2.3 percent over last year.

A rapidly growing area is sales and licensing of Playboy products, such as those featuring the Playboy insignia. Revenues for this group increased $1.4 million, or 24.2, with earnings going up 9.1 percent in 1982.

In addition to *Playboy* magazine in the U.S. and eight foreign editions, Playboy also publishes *Games* magazine, whose circulation has increased 500 percent—to 150,000 copies per issue—since the company purchased the magazine in 1978. Playboy also has continued to operate a chain of hotels and clubs, with two new franchises expected to open this year, and a key holder base of 800,000.

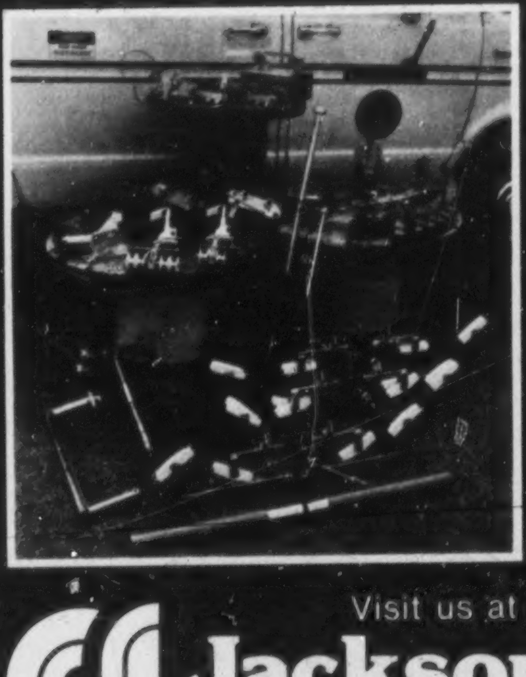
Pioneer Electronic Corp.

1925 E. Dominguez St.
Long Beach, Calif. 90810
(213) 639-5050
Nozomu Matsumoto, chairman
Seiyz Matsumoto, president

Cable interests:
- Manufactures QUBE and QUBE III for Warner Amex Cable.
- Manufactures system-related technology.

Communication interests:
- Home and auto audio products.
- Television and LaserDisc equipment.

After suffering through what the company terms a "very severe business climate in fiscal 1982," Pioneer is keeping an optimistic eye on Warner Amex's expansion of its QUBE interactive cable television system, which is supplied to Warner



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Amex by Pioneer. QUBE systems are either presently operating or planned for the near future in Columbus, Ohio, Cincinnati, Pittsburgh, Houston, Dallas and portions of St. Louis and Chicago. With the second-generation QUBE III offering a 110-channel capacity that can be used for home security, home shopping and information retrieval, Pioneer anticipates its QUBE productions to increase dramatically in the next several years.

Pioneer also announced plans to enter the one-way addressable cable field in the U.S. soon, in an attempt to reach other cable markets besides QUBE, and also is working on developing a new interactive system which, using digital transmission technology, will allow subscribers to exchange information among themselves.

In addition to cable, Pioneer also is vigorously promoting its LaserDisc players and discs, which have to compete in a tight market against VCR units. In March 1982, Pioneer acquired all the shares of the Tokyo-based Universal Pioneer Corp., which up to then had been manufacturing LaserDisc products as a joint venture.

Pioneer's major product concern remains home audio products, however, with its several lines of stereo components accounting for nearly 50 percent of the firm's total revenues in 1982. Total net sales for Pioneer were $1.12 billion in 1982, a slight drop from last year's $1.19 billion. Income dropped considerably, from a profit of $54.1 million in 1981 to a loss of $11.5 million in 1982. While the dollar figures represent a certain amount of fluctuation in the dollar/yen exchange rate for the Japan-based firm, it was unquestionably not one of Pioneer's better years. But the company remains optimistic that, with a better economy, its state-of-the-art product lines—such as the new miniature portable stereo systems—and its stake in the growing cable field, will see it through to better days.

RCA Corp.

30 Rockefeller Plaza
New York, N.Y. 10020
(212) 621-6000
Thorton Bradshaw, chairman
Robert Frederick, president

Cable interests:

- Commercial Products and Services division. Manufactures commercial video equipment for cable television.

Communication interests:

- Five television stations.
- Eight radio stations: four AM, four FM.
- RCA Network Services. Electronic messenger service.
- RCA Communications Inc. Encompasses RCA Americom, domestic satellite services; RCA Globcom, international satellite services; and RCA Cylix Communications Network, value-added data communications.
- NBC Radio Network.
- NBC Television Network.
- Consumer Products and Services division. Manufactures TV receivers, VCRs, videodisc players and discs, records and recorded tapes.

After less than a year in the programming side of cable, RCA discontinued The Entertainment Channel, in which it had a 50 percent interest, citing operating losses during its nine months of service as the cause. RCA's remaining interest in cable lies as a supplier of commercial video equipment, such as studio cameras and monitors and satellite communications equipment and services. Its RCA Cablevision Systems also provides installation services for the cable industry.

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Decatur, AL 35603
(205) 355-8577

RCA turned around a four-year decline in earnings in 1982. Revenues were up only 2.9 percent, from $8 billion in 1981 to $8.23 billion last year, but income jumped 312.2 percent, from $54 million in 1981 to over $222 million last year. RCA continues to hunt around for a buyer for its Hertz and Coronet divisions, in an effort to dispose of most of its non-electronic concerns except for the C.I.T. Financial Corp., which has been a consistent profit center since its acquisition in 1980.

RCA's extensive holdings include the NBC television and radio networks, with five NBC-owned television stations and over 200 affiliates, plus eight radio stations and over 350 affiliates. In addition, RCA owns the Satcom satellite system, whose transponders are used to deliver programming signals to cable systems' earth stations. RCA also has considerable research and development operations, part of which are working on improved methods of teletext transmission using a portion of TV broadcast signals, and is involved in developing defense technology.

Rogers Cablesystems Inc.

Suite 2602, Box 249 Commercial Union Tower
Toronto, Canada M5K 1J5
(416) 864-2373
Edward Rogers, chief executive officer
George Fierheller, president

Cable interests:

- Canadian Cablesystems Ltd. Owns 15 systems in Canada serving 1.2 million subscribers.
- Rogers Cable TV Ltd. Owns Canadian systems serving 756,000 subscribers.
- Rogers U.S. Cablesystems Inc.
- Rogers UA Cablesystems Inc. (51 percent); joint venture with United Artists Communications. Ranked 8 in top 100 MSOs; 733,225 subs.
- Cableshare (37 percent). Data processing service.

The largest MSO in Canada, Rogers Cablesystems took a great stride in securing a solid foothold in this country when it wrapped up its acquisition of a controlling interest in UA-Columbia Cablevision Inc. in November 1981 after a bitter battle.

The acquisition added a potential of over one million homes located in San Antonio, Texas; parts of Westchester County and Long Island, N.Y.; parts of Northern New Jersey; and several areas in the Southern and Central United States. Combined with Rogers' other U.S. subsidiary, Rogers U.S. Cablesystems Inc., UA-Columbia Cablevision, renamed Rogers UA Cablesystems, now have a combined potential of 1.7 million homes.

As it stands now, however, Rogers Cablesystems and United Artists Communications will split up the Rogers UA partnership. The partnership, which now accounts for approximately 733,225 basic subscribers, will be split roughly in half with UA-Columbia Cablevision reverting back to an independent MSO.

Rogers' revenues for 1982 were $244.3 million, a 122.9 percent increase over 1981's $109.6 million. The company operated at a $10.5 million loss in 1982, however, as opposed to 1981's profit of $2.2 million. A great deal of responsibility for this turnaround is no doubt due to the $185 million Rogers spent to acquire UA-Columbia Cablevision, $162.9 million of which was spent during fiscal 1982.

During 1982, Rogers UA Cablesystems disposed of its 50 percent interest in the USA Network cable satellite service, selling it to Time Inc. for $15 million in cash. Rogers UA also invested a record $64 million in capital improvements, mostly to its San Antonio, New Jersey and Westchester County systems.

Rollins Inc.

2170 Piedmont Rd. N.E.
Atlanta, Ga. 30324
(404) 873-2355
O. Wayne Rollins, chairman
R. Randall Rollins, president

Cable interests:

- Rollins Cable Vue Inc. Owns 80 percent of Massachusetts systems, 88 percent of Connecticut systems, 100 percent Delaware and Rhode Island systems. Total subs: 137,300.

Communication interests:

- Three VHF stations.
- One FM and five AM stations.
- Outdoor advertising facilities.

Rollins Cable Vue is a part of Rollins' Media Group, which consists of cable operations, outdoor advertising facilities in the Northeast and Southwest, three VHF television stations, and one FM and five AM radion stations. Rollins expanded its cable operations in 1982, and now reaches 137,300 subscribers in 25 communities in Delaware, Connecticut, Massachusetts and Rhode Island. The company has filed for additional cable franchises in both Massachusetts and Rhode Island and is investigating acquiring still more systems. The media group increased revenues in 1982, with cable operations contributing $69.2 million. The group had a 10 percent rise in income, despite heavy start-up costs for the construction of newly awarded cable franchises.

Besides its media holdings, Rollins also owns the Orkin Exterminating Co., the largest termite and pest control firm in the world; Patterson Services, an equipment supplier for oil and gas exploration and drilling; and Rollins Protective Services, the largest home security firm in the United States. Total revenues for Rollins were $526.4 million in 1982, a 15.8 percent improvement over 1981's $454.6 million. Income was up 3.6 percent, from $44.4 million in 1981 to $46 million in 1982.

Sammons Enterprises

P.O. Box 225235
Dallas, Texas 75265
(214) 670-9790
Charles Sammons, chairman of the board
James Whitson, president

Cable interests:

- Sammons Communications—536,447 subscribers, ranked 13 in top 100 MSOs (3/83).
- Sammons Production—produces sports programming for Sammons' systems.

Total revenue for Sammons Enterprises was not available at press time, but cable revenues for the Sammons Communications division jumped 25.6 percent in 1982, totaling $78.6 million as compared to the previous year's $62.6 million. Operating income for the cable division increased 36.1 percent to $18.04 million, and identifiable assets climbed 34.3 percent to $142.6 million, as compared to last year's $106.1 million.

From its corporate headquarters in Dallas, Sammons Communications is franchised in more than 160 cities and operates 45 cable TV systems in 20 states. Having been a pioneer in the cable television industry for more than 15 years, SCI serves more than 330,000 customers and counts more than 60 percent of homes in its franchise areas as subscribers, one of the highest percentages of penetration in the industry.

SCI attributes its achievements to its financial strength, experience, capabilities and forward-looking commitment to customers and the industry. SCI has operating earth stations in 15 of its systems and ultimately plans to install similar stations in most of its systems.

The cable division is one of four. The other three include a distributing outlet for imported dinnerware, as well as for oil supplies and products, hotel and resort operations and an insurance business. The cable business has been an important contributor to the financial picture, but is not Sammons' biggest division.

Scientific-Atlanta Inc.

One Technology Pky., Box 105600
Atlanta, Ga. 30348
Sidney Topol, chairman
Jack Kelly Jr., executive vice president

Cable interests:
- Manufactures satellite earth stations, produces and distributes satellite communications products for all segments of the field. Equipment manufactured includes: antennas, coaxial cable, subscriber home products, earth stations, instrumentation equipment.

Scientific-Atlanta realized $337.2 million in sales for fiscal 1982, a 22 percent gain over 1981. Earnings, however, dropped 26 percent, down to $14.2 million. A major factor behind this decline in income was Scientific-Atlanta's phasing out of a major product—their cable TV set-top terminal—and its replacement with a redesigned, 128-channel addressable terminal. The company signed an agreement with Matsushita Electronic Components of Japan to manufacture the new set-top terminal, in an effort to bring the unit to the market quickly with a minimum of capital investment.

As a leading manufacturer of headends and antennas in the United States, Scientific-Atlanta reported record sales increases for their satellite and instrumentation product lines, and introduced a new digital audio earth station that the company says has been adopted and ordered by the major U.S. radio networks.

In recent years, Scientific-Atlanta has been broadening its equipment line, most notably with the acquisition in 1980 of Systems Communication Cable, a manufacturer of coaxial cable.

Pointing to a "deep recession" throughout the Western Hemisphere, Scientific-Atlanta reported a significant canceling of backlog orders from cable operators delaying construction of new systems. But the company also feels that satellite equipment will always be crucial to the cable industry, which it sees as expanding to include home security, energy management, electronic banking, newspaper and information retrieval, along with educational services.

Scripps-Howard Broadcasting

1100 Central Trust Tower
Cincinnati, Ohio 45202
Jack Howard, chairman
Donald Perris, president

Cable interests:
- Scripps-Howard Cable Services Co. Owns and operates systems in Lake County, Fla. (20,000 subs); Colorado (Longmont system under construction, agreement in principle to acquire Storer Communications' systems in five other communities, for a total of approximately 20,000 subs upon completion of acquisition and construction); and Tulare County, Calif. Scripps-Howard also owns a 50 percent share of several Connecticut systems: in Bridgeport (owned with Charles Dolan, 55,000 subs upon completion); in lower Fairfield County (also owned with Charles Dolan, 65,000 subs upon completion) and are negotiating for several smaller systems in the area with a total of 43,000 subs. The company also has holdings in Ann Arbor, Mich., which it shares with Daniels & Associates.
- Participation in ABC/Westinghouse's SNC by supplying local news.

Communication interests:
- Three AM radio stations.
- Four FM radio stations.
- Six television stations.

Despite its long-time involvement in broadcast television and radio, Scripps-Howard is eager to diversify into cable, and expects to spend at least $23.4 million this year in cable systems. Within the past two years, Scripps-Howard has added wholly owned systems in Florida, Colorado and California, and partially owned systems in Connecticut and Michigan, to its six television and four radio stations.

Scripps also is involved in cable through another route, supplying cable operators with local news programs. For example, *The Rocky Mountain News*, a newspaper owned by Scripps-Howard's parent company, E.W. Scripps, is pursuing a joint venture with Mile High Cablevision in Denver to offer local news via cable. E.W. Scripps bought a limited partnership interest in Mile High from Daniels & Associates in April.

Cable revenues more than doubled for Scripps-Howard in 1982, up to $5.3 million from 1981's $2.2 million. Overall revenues stood at $95.6 million in 1982, a 9.5 percent improvement over 1981 revenues of $87.3 million. Net income was almost unchanged, up 2 percent, from $19.2 million in 1981 to $19.47 milion in 1982. Income was negatively affected by heavy start-up costs for new cable systems, and bolstered by the one-time gain from the sale of one of Scripps-Howards' AM radio stations, WNOX.

Storer Communications

12000 Biscayne Blvd.
P.O. Box 61-8000
Miami, Fla. 33161-8000
(305) 899-1000
Peter Storer, chairman of the board
Terry Lee, president

Cable interests:
- Storer Cable Communications. Ranked 6th in top 100 MSOs; 1.2 million subscribers in 117 systems.
- Spotlight. Joint venture pay cable service.

Communication interests:
- Five VHF television stations.
- Two UHF television stations.
- WLAK-FM, Chicago, sold for $8,000,000 (3/82).

Storer Communications' cable division, Storer Cable Communications, continued its strong growth pattern during 1982, with revenues soaring 67.7 percent to $222.65 million, and operating income jumping 64 percent to $61.37 million. During last year, 317,000 basic subscribers were added, pushing the company past the 1 million subscriber milestone for the first time. Total plant miles added during the year were 8,950, which increased total active miles of cable plant at year end to 31,150.

An important development for the company was the completion of the nation's first computerized fiberoptic cable TV system. The system, located in Park Place, the 1,028-unit condominium development in Pembroke Pines, Fla., has been fully operational since August.

During 1982, Storer maintained emphasis on completing and marketing systems activated and acquired in the last two years. While franchising was not emphasized as heavily in 1982 as in previous years, the company successfully concluded the franchise award for the city of Minneapolis after several years of protracted litigation.

Now that the franchises Storer has won and intends to construct have become clear, it is moving to consolidate some of the more isolated stand-alone systems into clusters that give operational efficiency. During the year Storer was able to conclude the trade of its Glendale Heights, Ill., system for a system serving the city of Newport, Ky., which is contiguous to its system serving *Campbell County, Ky. The company intends* to seek opportunities along the same lines in 1983.

Storer felt the impact of the economy during 1982, with some slowdown in sales of basic cable television subscriptions. However, the company compensated for the slowdown through its ability to sell and retain multi-premium units to subscribers. Along with Times Mirror, Cox, TCI and Cablevision Systems, Storer is a part owner of Spotlight, the pay TV programming service available to the MSO's affiliated systems.

Taft Broadcasting Co.

1718 Young St.
Cincinnati, Ohio 45210
(513) 721-1414
Charles Mechem Jr., chairman
Dudley Taft, president

Cable interests:

- TCI-Taft Cablevision. A 50-50 joint venture to acquire systems and create programming (88,337 subs as of 3/31/83).
- Taft-TCI Programs. A 50-50 joint venture that develops programming. Includes an investment in Black Entertainment Television.

Communication interests:

- Seven television stations.
- 12 radio stations.
- Hanna-Barbera Productions
- Taft Entertainment Co.
- Worldvision Enterprises.
- Four theme amusement parks.
- Titus Productions and Ruby Spears Enterprises.
- Philadelphia Phillies (47.5 percent share.)

In its second year of involvement in cable, Taft continued to acquire systems in New England and Michigan, aided by its partner, Tele-Communications Inc., the largest cable system operator in the United States. The TCI-Taft venture now has about 90,000 subscribers in 32 communities in Connecticut, New Hampshire and Michigan, and it hopes to have 200,000 subscribers by 1984. Taft has invested approximately $83 million to date acquiring cable systems. About half of the TCI-Taft subscribers are served by 12-channel systems, the other half by systems with 20 channels or more.

Taft-TCI also is working to develop programming. In February 1982, Taft-TCI Programs announced plans to acquire an equity interest in Black Entertainment Television. BET is the only cable network to provide totally black-oriented material, and it reaches over 8.9 million homes in 805 markets nationwide. Taft-TCI Programs also has four pilot programs in production, including a children's show set in Taft theme parks and a public affairs show originating from Taft's Washington station, WDCA-TV.

Although Taft began in the 19th century as a newspaper publishing company in Cincinnati, the company has phased out newspaper publishing in favor of electronic media. Today, Taft holdings range from seven television and 12 radio stations to the Taft Entertainment Co. (a production firm), Worldvision Enterprises, amusement parks, motels, campgrounds, travel services and Hanna-Barbara, the animation company that boosted American culture with such creations as the Smurfs and the Flintstones. Taft also is involved in real estate, owns a

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Jack Matthews

Jack Matthews
Senior Partner
Dow, Lohnes and Albertson

47.5 percent interest in the Philadelphia Phillies baseball team and has just secured the rights to broadcast Phillies games for the next nine years.

Taft's corporate net revenues were $358.2 million in 1982, a whopping 49 percent jump over 1981's $239.9 million. Profits also surged ahead in what Taft called a "record year," up 60 percent to $38.8 million from a 1981 profit of $24.2 million. Total assets were sluggish by comparison, rising from $579.1 million in 1981 to $611.9 million in 1982, a relatively sparse gain of 6 percent.

Tele-Communications Inc.

Box 22595, Wellshire Station
Denver, Colo. 80222
Bob Magness, chairman
John Malone, president

Cable interests:

- TCI Cable Division. Top ranked MSO in the country. 2,255,000 subs. Systems in 43 states.
- TCI-Taft Cablevision Associates. 50-50 joint venture to acquire systems.
- Taft-TCI Programs. 50-50 joint venture to develop programming. Includes investment in Black Entertainment Television.
- *Cabletime Magazine*. Cable program guide.
- Other joint ventures: Athena Communications Corp. (80.5 percent); Lenfest Communications (20 percent); Memphis CATV (44.5 percent); Illinois Community Cablevision (50 percent); Tennessee-Kentucky Cable TV Co. (50 percent); TKR Cable (50 percent); Spotlight (20 percent); TeleScripps Cable (joint venture with E.W. Scripps Co.).

Communication interests:

- Western Tele-Communications Inc. TCI's microwave division; provides common carrier communication services through terrestrial microwave video relay systems.
- National Telefilm Associates (77 percent). Film distribution company.

The top ranked MSO in the country, Tele-Communications Inc. spent a lot of money in 1982 trying to keep its number one position. It invested almost $100 million acquiring stock or assets of several cable companies, and its efforts seem to be paying off for the company. Total revenues have more than doubled in the past two years, with revenues leaping 55.7 percent in 1982, to $282.5 million, from 1982's $426 million. Heavy capital investment took a toll on earnings, however, which dipped 19 percent, from $12.8 million in 1981 to $10.4 million last year.

TCI announced its energetic exploration of addressability in its systems, and after offering The Disney Channel in April 1983 on an addressable basis to its 2.25 million subscribers, the company plans to switch all its systems over to addressable status, with addressability controlled from Denver.

Some of TCI's more notable joint ventures are: TKR Cable, a company formed on a 50-50 basis with Knight-Ridder in February 1982 and already owning five systems in New York and New Jersey with a base of 91,000 subscribers; TCI-Taft, a venture with Taft Communications designed to acquire systems in Michigan and New England; Taft-TCI Programs, a 50-50 venture to develop and acquire programming, including an investment in Black Entertainment Television; and Spotlight, in which TCI owns a 20 percent share in the jiont venture pay cable service along with Storer, Cox, Cableivison Systems and Times Mirror.

Although over 93 percent of TCI's activities are cable-related, it does have a substantial concern in communication engineering and turnkey construction services through its microwave division, which produces satellite earth stations for use in network television, CATV and phone service.

Time Inc.

Time & Life Building, Rockefeller Center
New York, N.Y. 10020
(212) 586-1212
J. Richard Munro, president
Ralph Davidson, chairman of the board

Cable interests:

- Home Box Office.
- Cinemax.
- American Television and Communications Corp. 2,104,745 subscribers.
- Joint venture with Toshiba Corp. to develop multi-unit addressable decoding device for pay TV.
- HBO and Orion Pictures Corp. $10 million investment to finance programming.
- Nova. HBO, CBS, Columbia Pictures Industries joint venture to form new film studio.
- Teletext experiments in San Diego, Orlando, Fla.
- USA Network (33 percent).
- *TV-Cable Week*.
- HBO and Columbia Pictures—financing agreement for program production.

Communication interests:

- STV. Two stations. Dallas station sold to Golden West STV (9/82).
- WOTV. Last TV station sold to LIN Broadcasting Corp. (1/83).
- Magazine publishing (seven).
- Time-Life Books.
- Book-of-the-Month Club.
- Little, Brown.
- Pioneer Press—29 weekly Chicago publications.

Time Inc.'s video operations continued their accelerated growth in 1982, with ATC now ranked second among the top MSOs. HBO celebrated its 10th anniversary in 1982, and during the year the number of subscribers to the pay service rose to 11.5 million in 4,500 systems located in all 50 states. Cable revenues rose 39.8 percent for 1982 to $864 million, compared to 1981's $618 million. Operating income climbed 35 percent to $166 million, compared to the previous year's $123 million total. Assets were up 25.1 percent to $1.08 billion during 1982, compared to 1981's $863 million.

ATC increased its basic cable television subscribers to 2.1 million during 1982, with pay TV subscribers increasing to 1.9 million. However, ATC withdrew from franchise battles in a number of urban markets rather than submit bids that had little chance of producing an adequate return on investment. Instead, ATC has adopted a cluster strategy that involves acquiring existing cable systems contiguous to its holdings. ATC has agreed to purchase a cable company that passes some 90,000 homes in 12 communities around Rochester, N.Y., a city that ATC already serves.

Late in the year, ATC signed a pact with Toshiba Corp. of Japan to develop a multi-unit addressable decoder for pay TV. The unit is expected to be mounted outside the home and will decrease the danger of equipment theft and tampering, and, being addressable, also will aid cable systems to tailor their basic and pay TV services to the individual customers.

Besides its expansion into cable, the company is also well-known for its line of consumer magazines: flagship *Time, Life, Sports Illustrated, Fortune, Money, Discover* and *People*, as well as its Time-Life books division.

On the program services front, HBO extended an existing financing agreement with Columbia Pictures Industries to cover films produced by that studio through mid-1986. Under terms of the agreement, HBO will advance a portion of the production cost of each film and pay license fees based on the film's theatrical performance. HBO entered into a similar arrangement with Orion Pictures Corp. during 1982 and also made a $10 million investment in that company. As regards

HBO's pre-buys, among the current films to which HBO will have exclusive pay TV rights are *Tootsie* and *Sophie's Choice*. At the end of the year, HBO joined with CBS and Columbia to form a major new film studio for the production and distribution of theatrical motion pictures. HBO currently has several made-for-pay television movies in production or development, including Elizabeth Taylor and Carol Burnett in *Nobody Makes Me Cry*.

In 1982, HBO developed *Fraggle Rock*, an original children's series featuring Jim Henson's newest group of Muppets, the Fraggles. Early in 1983, HBO launched its first comedy series, *Not Necessarily the News*. For the fourth year in a row, HBO won the largest number of ACE awards and won the first Peabody Award ever given to a pay TV network, for a documentary on women's rights, *She's Nobody's Baby*.

Another highlight for the company was its Cinemax pay service, which was launched in 1980 and increased its subscriber count from 1 million at the beginning of 1982 to 2 million at year's end. Cinemax is currently undergoing format changes from a movie-only service to include original programming to attract a younger audience. USA Network, which Time Inc. purchased a one-third interest in in 1981 (along with Gulf+Western and MCA Inc.), is an advertiser-supported cable service that offers sports, movies, women's programming and children's shows. During 1982, USA's audience base rose from 10 million homes to 15 million and the program day was expanded to a full 24 hours.

By the end of 1982, Time Inc.'s Video Group also had begun teletext market tests in San Diego and Orlando, Fla.

The company as a whole, reported an 8.1 percent increase in total revenues, from $3.29 billion in 1981 to 3.56 billion in 1982. Net income for 1982 increased 2.9 percent to $153 million, from the $148 million reported in 1981.

The Times Mirror Co.

Times Square Square
Los Angeles, Calif. 90053
(800) 421-8603
Otis Chandler, chairman and editor-in-chief
Robert Erburu, president and chief executive officer

Cable interests:

- Times Mirror Cable Television. Approximately 67 systems in 16 states; total subs: 807,348.
- Spotlight. A joint venture pay TV service featuring motion picture and entertainment specials.
- Videotex America. A joint venture with Infomart of Toronto to form partnerships to operate consumer videotex systems in local markets.
- Times Mirror Videotex Services. Completed nine-month videotex experiment in December 1982 and is currently analyzing data for possible future development activities.
- American Cable Television. Times Mirror owns a 50 percent interest in Phoenix and other Western cities.
- Times Mirror Security Communications. Tests two-way cable security systems.

Communication interests:

- Five newspapers.
- Seven television stations.
- Book publishing. Signet, Mentor, Meridan, Abrams College Text.
- Consumer magazines.
- Scientific chart productions.

Originally devoted strictly to print media, The Times Mirror Co. now owns seven television stations and has numerous cable TV operations. Times Mirror Cable Television is the seventh largest MSO in the nation, with 807,348 subscribers in 67 systems. Times Mirror also has a half share of American Cable Television's system in Arizona and other states.

Times Mirror's cable interests earned revenues of $125 million, a 21 percent rise over 1981 revenues of $103 million. Income, however, was down some 14 percent, from $23.2 million in 1981 to slightly over $20 million in 1982. Times Mirror cited high franchise start-up, development and upgrading costs as causing the reduction in income, reporting that operating expenses rose 31 percent in 1982.

Spotlight, the 24-hour-a-day movie services owned by Times Mirror along with Cox, Storer, TCI and Cablevision, served 735,000 subscribers by the end of 1982. In December, Times Mirror Videotex Services completed what it called "the most comprehensive consumer videotex trial yet undertaken in the United States." The nine-month trial provided 350 households with videotex news, information and services from Times Mirror's 70,000-page "Gateway" data package. The test in part studied consumers' willingness to pay for such a service, and the results are being analyzed during 1983 as the basis for future planning for the service.

Times Mirror Videotex Service has formed a joint venture, Videotex America, with Informart of Toronto, itself a joint-venture between Canadian communications companies Torstar and Southam. Videotex America plans to form partnerships to operate consumer videotex systems in local markets. Agreements to study the feasibility of offering videotex services have been signed in San Francisco, Phoenix and Jacksonville, Fla.

In May 1983, *Newsday*, a Time Mirror newspaper in Long Island, introduced a cable "Newsday Channel" to 160,000 households. The channel provides 24-hour news, information and advertising service.

In 1982, Times Mirror divested itself of The Southwestern Co. and its related company, Nashville Educational Marketing Services. It also sold the *Orange Coast Daily Pilot*, one of its smaller newspapers. Times Mirror remains a major publisher, operating *The Denver Post*, the *Dallas Times Herald*, *The Hartford Courant* and two Connecticut newspapers, *The Advocate* and *Greenwich Time*, in addition to its flagship publication, *The Los Angeles Times*. The company produces newsprint, primarily for its own publications, and manufactures and sells lumber and particle-board, its log requirement being supplied by company-owned lumber yards. Times Mirror publishes consumer magazines such as *The Sporting News*, *Popular Science* and *Outdoor Life*. It also owns seven television stations.

Corporate revenues for Times Mirror were $2.21 billion in 1982, a 3 percent improvement over the $2.15 billion reported in 1981.

Tribune Co.

435 N. Michigan Ave.
Chicago, Ill. 60611
(312) 222-3232
Stanton Cook, president
John Madigan, executive vice president

Cable interests:

- Tribune Cable Communications. 133,748 subs, ranked number 36 in top 100 MSOs.
- Joint venture with United Cable Television Corp. for system operation. Has acquired one system in Michigan, negotiating as successful applicaant for two systems in Massachusetts and California.
- News Sketch. Electronic information service delivered to 85,000 households in Orlando, Fla.
- Tribune Company Syndicate. Television program listing service for newspapers and cable systems.

Communication interests:

- Three television stations, including WGN-TV.
- Five radio stations.
- Newspaper publishing.

If the Tribune-owned Chicago Cubs could acquire power hitters as successfully as the Tribune's Cable Communications division has been acquiring cable systems, the pennant couldn't be far off. In 1982, Tribune Cable was awarded cable franchises for Tampa, Fla. (114,000 homes); Lakewood, Calif. (26,000 homes); and Oakland County, Mich., in conjunction with United Cable Television Corp. (105,000 homes). Tribune Cable was the successful applicant in five other areas, two as partners with United Cable, where negotiations still are going on. These five franchises include approximately 600,000 homes.

In addition to the new systems, Tribune Cable had 130,000 subscribers in existing systems at the end of 1982, and estimates that its subscriber growth rate was 25 percent for the year.

Tribune's broadcasting, cable TV and entertainment division, which includes the Tribune's television and radio concerns along with cable, showed a 34 percent increase in revenues this year, from revenues of $154 million in 1981 to revenues of $205 million in 1982. Profit for the division was down 6 percent, however, from $27.1 million in 1981 to $25.4 million in 1982. Broadcasting profits were substantially higher, but were offset by cable losses—due to depreciation and new construction—and losses from the Cubs.

The Tribune Co. had a slow first three quarters of 1982, but surged ahead in the fourth quarter to end up in the black, albeit with an income considerably lower than last year. Total revenues in 1982 were $1.43 billion, a slight 1.8 percent increase over 1981 revenues of $1.4 billion. Income was $23.9 million, a whopping 73 percent less than 1981's $89 million, but better than the $25 million loss Tribune was facing at the end of the third quarter.

Turner Broadcasting System Inc.

1050 Techwood Drive N.W.
Atlanta, Ga. 30318
(404) 989-8500
R.E. Turner, chairman
Peter Dames, president

Cable interests:

- Cable News Network.
- CNN Headline News.
- WTBS.
- CNN Radio.

Communication interests:

- Atlanta Braves.
- Atlanta Hawks (96 percent interest).
- National League of Professional Baseball Clubs, member.
- Turner Advertising Co. (78 percent).

Turner Broadcasting launched CNN Headline News in 1982, to provide the national and international news in constantly updated half-hour segments. The service is available not only for cable markets, but for broadcast by television and radio stations throughout the country.

The company's 1982 figures pointed to a bright future, with consolidated revenues of more than $165 million in 1982 representing an increase of 74 percent over 1981. The consolidated net loss of $3.35 million in 1982 represented a $10 million improvement over 1981. However, profits were reported in both the third and fourth quarters of the year—the first since the formation of CNN in 1979.

Superstations WTBS remained strong, increasing its subscriber base to 25.8 million, becoming the first cable service to reach 30 percent of all U.S. househoilds. Cable News Network is available in 19.2 million cable households.

On the sports scene, the Atlanta Braves opened the season with 13 straight victories and went on to win the Western Division of the National League for the first time since 1969. Viewership of the Braves' games on WTBS increased 86 percent

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over 1981. 1982 also saw the NBA Atlanta Hawks in post-season play.

National advertisers increased significantly over the previous year, with a total of 273 major companies buying time on WTBS in 1982. By comparison, there were 199 national accounts in 1981, 168 in 1980 and 125 in 1979.

The success of CNN Healine News spurred the advent of CNN Radio. Launched in April, CNN Radio utilizes the audio portion of CNN Headline News and is currently heard in more than 60 markets.

During the year, the company entered into an agreement with the NCAA to broadcast 19 live college football games for each of the 1982 and 1983 seasons. The rights fees paid to the NCAA in 1982 relative to the broadcasts, $7.7 million, plus production costs were not totally offset by revenues. In addition to the NCAA games, the company also broadcast two National Football League Players' Association football games, resulting in increased expenses.

United Cable Television Corp.

4700 S. Syracuse Parkway
Denver, Colo. 80237
(303) 779-5999
Gene Schneider, chairman and CEO
Fred Vierra, president and COO
Richard Schneider, senior vice president

Cable interests:

- United Cable Television, 34 systems, 552,027 subs.
- Joint venture with the Tribune Cable Co.

Communication interests:

- Home Entertainment Network (80 percent).

The nation's 12th-largest MSO, United Cable branched out into STV in 1982 with the purchase of an 80 percent interest in the Home Entertainment Network. The purchase of HEN cost United Cable about $7.5 million, but provides the company with an STV audience of approximately 5 million homes in the Cincinnati/Dayton, Chicago and soon the Minneapolis/St. Paul markets.

An active franchiser, United Cable has recently gained rights to build systems in Scottsdale, Ariz., Alameda and Hacienda Heights, Calif., and Oakland County, Mich. The Oakland County franchise, with over 104,000 homes, was obtained through a 50-50 joint venture with Tribune Cable Communications Inc. The joint venture also won franchises in Montgomery County, Md., and Sacramento, Calif.

United Cable's 1982 revenues came within inches of acquiring a ninth digit, ending the year just short of the mark at $99,834,000, a comforting 58.9 percent jump over 1981's $62.8 million. Income nearly doubled, from $7.8 million in 1981 to $15 million in 1982, outdoing a record showing in 1981.

Viacom International Inc.

1211 Avenue of the Americas
New York, N.Y. 10036
(212) 575-5175
Ralph Baruch, chairman
Terrence Elkes, president

Cable interests:

- Viacom Cable Television Division. 630,255 subscribers (4/83). Ranked 11th in top 100 MSOs. Member of a partnership that operates the Bay Area Interconnect.
- Viacom Programming and Development. Develops, produces and acquires entertainment and informational programming for all media.
- Viacom Enterprises Division. World's largest independent

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distributor of television programming.
- Showtime. Purchased remaining 50 percent for $75 million (11/82). Approximately 4 million subs nationwide.
- Cable Health Network. Advertiser-supported channel devoted to health and fitness. Seven million subs on 700 systems.
- Joint venture to operate Showtime and The Movie Channel under a single operation, with MCA, Gulf+Western, Warner Amex.
- Joint venture to produce Japanese teletext, with Tokyo Broadcasting System, Mainichi Newspapers and Sports Nippon.
- Viacom World Wide. Formed in July 1982 to explore international marketplace possibilities.
- Dayton, Ohio, Interconnect. Joint venture with Continental Cablevision.

Communication interests:
- Eight radio stations.
- Two television stations (agreement signed to purchase a third, KSLA-TV, Shreveport, La.

The numerous communications concerns that make up Viacom International Inc. marked their 12th year in a row of record performance for the company. Total revenues for 1982 were $274.8 million, 30.6 percent higher than 1981's revenues of $210.4 million. Income did equally well, up 29.9 percent, from $18.9 million in 1981 to $24.5 million in 1982, while assets shot up 43.9 percent, from $443.6 million in 1981 to $663.8 million last year.

Viacom's Cable Television Division, ranked the 11th MSO in the nation with 630,255 subscribers, reported substantial increases in the number of subscribers, and gained a record $112.8 million in revenues, or 41 percent of the company total.

Viacom Cable announced that it is placing "high priority" on developing pay-per-view services over its cable systems, offering a number of events to subscribers in San Francisco, Nashville and Pittsburgh-Antioch, Calif., on a pay-per-view basis. Viacom also entered into a partnership to operate the 400,000-subscriber Bay Area Interconnect, one of the largest regional interconnected cable television networks in the country.

Viacom owns two major services, Showtime and its recently launched Cable Health Network. Viacom previously owned a 50 percent share in Showtime, but purchased the remaining 50 percent last year for about $75 million. Showtime's 4 million subscribers—a million subscriber gain over 1981—didn't remain exclusively in Viacom's hands long, however. Two months after it gained total control of Showtime, Viacom entered into a joint venture with MCA, Gulf+Western and Warner Amex to operate Showtime and The Movie Channel through a single operation, an agreement under which Viacom received $75 million and a 23 percent interest in the joint venture.

Viacom claims that its Cable Health Network, launched in July 1982, has set a new industry growth record, growing to 7 million subscribers on 700 systems by year's end. The 24-hour, advertiser-supported health and fitness channel averaged a million new subscribers a month during the fourth quarter of 1982, according to Viacom, and added 25 million new subscribers during the month of December alone.

Viacom also is involved in programming and development, with two separate divisions producing and acquiring programming not only for cable, but for network television and movies as well. Viacom has several ventures on the international scene: It is developing a Japanese teletext system in a joint venture with Tokyo Broadcasting, Mainichi Newspapers and Sports Nippon, and its newly formed Viacom World Wide is exploring cable opportunities overseas. Viacom also owns eight radio stations, two television stations and is negotiating to purchase a third TV station.

Walt Disney Productions

500 S. Buena Vista St.
Burbank, Calif. 91521
(213) 840-1769
E. Cardon Walker, chairman
Ronald Miller, president

Cable interests:
- The Disney Channel.

Communication interests:
- Walt Disney Motion Picture and Television Production Division.
- Walt Disney Outdoor Recreation Division.
- Walt Disney Telecommunications and Non-Theatrical Division.
- Walt Disney Marketing Division.
- Walt Disney Music Company.
- Wonderland Music Company.

Amid much ballyhoo and speculation, Disney launched its entry into cable television, The Disney Channel, in April 1983. After a short 50-50 partnership with Westinghouse's Group W Satellite Communications, Disney dissolved its partnership with Group W and assumed full control of The Disney Channel. The channel offers 16 hours a day of family-oriented programming, which will be a combination of old shows, movies and cartoons from the Disney archives, along with 17 original programs, produced by Disney at a cost of over $100 million.

Despite its leap into cable, Disney is working to expand its presence in network television. Disney is entering into its second year under a production agreement with CBS, providing series and movies-of-the-week to that network and is investigating similar agreements with both ABC and NBC.

Disney expanded the distribution of its home video products overseas in 1982, helping to make revenues from videocassettes, discs and 16 mm films a record $27 million. Disney also signed an agreement with RCA for the release of nine more titles in the CED format and introduced its own Disney label for LaserVision discs.

Other Disney projects inaugurated this year were the Epcot Center and Tokyo Disneyland. Epcot, a billion-dollar addition to Walt Disney World in Florida, is a futuristic amusement park that has drawn extensive publicity and good attendance since it opened its door in late 1982. Tokyo Disneyland is a fairly faithful reproduction of the California Disneyland, moved 3,000 miles east to an 114-acre site six miles from downtown Tokyo.

Disney also is involved in real estate, music, book and periodical publishing, record productions and merchandising throughout the world. Assets rose to $2.1 billion in 1982, up from 1981's $1.6 billion. Revenues were up only 3 percent, to $1.03 billion from a 1981 revenue of $1 billion. Income was down some 18 percent, however, to $100 million from last year's $121 million. The company attributed the decline to disappointing box office returns on several live-action Disney movies released this year, such as the expensive *Tron*, and the reduction of interest income due to expenditures for Epcot.

Warner Communications Inc.

75 Rockefeller Plaza
New York, N.Y. 10019
(212) 484-6990
Steven Ross, chairman
Emanuel Gerard, president
David Horowtiz, president

Cable interests:
- Warner Amex Cable Communications. Joint ownership with American Express Co. 147 systems in 27 states; total subs: 1.2 million.
- Warner Amex Satellite Entertainment Co. MTV; Nickelodeon; The Movie Channel. Agreement with MCA, Paramount, Viacom to combine operation of The Movie Channel with Showtime, keeping them as separate services.
- QUBE interactive systems operating in Columbus and

Cincinnati, Ohio, Pittsburgh, Houston, Dallas and portions of St. Louis and Chicago. QUBE III security systems available in most of these cities.

- Home Sports Entertainment channels. Regional networks featuring local professional and collegiate sports in Dallas, Houston and Pittsburgh.
- Agreement with Westinghouse to supply high-speed, all-digital cable link in Pittsburgh.

Cable operations of the giant Warner Communications have been owned jointly with the American Express Co. since 1979, when American Express bought a 50 percent share of Warner Cable for $175 million. The co-owned company consists of two divisions: Warner Amex Cable Communications, which owns and operates 147 systems serving over 1.2 million customers in 27 states; and Warner Amex Satellite Entertainment, which creates and acquires satellite programming.

Warner Amex is the fifth ranked MSO in the country, with 291,000 new basic subscribers added in 1982, bringing the total number of homes under franchise with Warner systems to over 3.8 million. Warner Amex reported that their 10,800 miles of new cable set down in 1982 led the industry. The company almost doubled its total net plant during 1982. Warner Amex is expanding the QUBE system to six additional cities, and is predicting that QUBE will start showing profits sometime in 1983. Through its QUBE III system, Warner Amex is adding such interactive services as home security, information retrieval and home shopping to its interactive systems. Warner reported a $46 million net loss on Warner Amex cable operations in 1982.

This year, Warner Amex announced the creation of its Home Sports Entertainment channels in Houston, Dallas and Pittsburgh. The channels will cover local professional and collegiate sports and will be available to subscribers of other cable systems as well as Warner Amex subscribers.

All three WASEC programming networks reported substantial growth in 1982. MTV's base quadrupled since 1981, to over 8.8 million subscribers, a growth rate that WASEC claims is unrivaled in the history of cable. The Movie Channel had 2.2 million subscribers at the end of 1982, a 30 percent increase over 1981. The management of The Movie Channel is about to change; in early 1983, WASEC announced that, along with American Express, MCA, Paramount and Viacom, The Movie Channel will be operated as a joint venture with Showtime. They will remain separate services, however.

WASEC's third channel, Nickelodeon, grew 60 percent in 1982, to 10.1 million households in 2,100 cable systems. The children-oriented channel seems to be in good condition to face off with the fledgling Disney Channel, which entered the youth-cable market in April 1983.

Despite total revenues of $307.6 million in 1982, cable operations are only a part of Warner Communications' melange of entertainment and communication companies that brought in nearly $4 billion in 1982. Warner's interests include consumer electronics, toys, recorded music and music publishing, films, publishing and related distribution, direct-response marketing and professional sports teams. Warner's holdings range from the Franklin Mint to Ralph Lauren fragrances, from *Mad Magazine* to a 48 percent share of the Pittsburgh Pirates.

Atari, the video game company that brought Pac-Man and Defender to the international scene, also is owned by Warner. Warner's only major divestiture in 1982 was the sale of the Knickerbocker Toy Co. to Hasbro. The sale resulted in a $35 million pre-tax loss for Warner, but the sale allowed Warner to acquire a 39 percent equity position in Hasbro, and Warner predicts that its involvement with toys will continue into the future.

Despite a sharp drop in fourth quarter earnings in 1982, Warner reported a net income of $257.8 million, a 14 percent improvement on 1981' $226.4 million. Revenues increased 23 percent, to $3.98 billion, up from $3.23 billion in 1981. Warner management is expressing concern over the outlook for short-term profits in 1983, but the company invested $227 million in net capital expenditures in 1982, and is predicting an improved long-term profit forecast.

Westinghouse Electric Co.

Gateway Center
Pittsburgh, Pa. 15222
(202) 833-5055
R.E. Kirby, chairman
Douglas Danforth, vice chairman

Cable interests:

- Group W Cable. 580 communities in 34 states; 1,876,991 subs (2/83).
- Group W Satellite Communications. Provides distribution for Nashville Network, Satellite News Channel.
- Satellite News Channel. 24-hour news service reaching 5.7 million subscribers in 557 affiliates. Joint venture with ABC Video Enterprises.
- Home Theater Network. 170,000 subs (4/83).

Communication interests:

- Group W Television: five VHF stations and one UHF station.
- Radio Group: six AM stations, five FM stations.
- Group W Productions.
- Muzak and Filmation Studios.
- TVSC. Videotape duplication production facility.

Westinghouse became an important factor on the cable scene quite suddenly, two years ago, when it purchased the number one MSO in the country, Teleprompter, for $646 million. Along with Teleprompter came 1.64 million subscribers, a 50 percent interest in the second largest satellite-delivered movie channel in the country, Showtime (sold this year for $75 million), plus the non-cable related Muzak and Filmation studios.

After changing Teleprompter's name to Group W Cable, Westinghouse set about energetically expanding their cable operations. It invested approximately $240 million to upgrade its 138 existing systems and add new franchises in 11 additional communities. Basic subscription increased 13 percent in 1982, and Group W ended the year with 1.8 million subscribers in 580 communities in 34 states.

Group W in turn created Group W Satellite Communications (GWSC), to serve as an umbrella division for its satellite services. GWSC launched the Satellite News Channel in June, an all-news, 24-hour service, in a joint venture with ABC Video Enterprises. SNC more than doubled its subscriber base during its first year of operations, reaching 5.4 million cable homes by the end of 1982.

GWSC also is providing marketing and distribution for the country-oriented Nashville Network, which began operation in early 1983 with an initial base of 6 million subscribers.

Besides communications, Westinghouse also manufactures a wide variety of industrial and consumer products. Though it has agreed to sell its light bulb and lighting fixtures divisions, Westinghouse still produces everything from robots to radar, including fighter aircraft systems, turbine generators, motors, circuit breakers, refrigeration equipment and bottling plants.

Total revenues were $9.7 billion in 1982, a 4 percent rise over last year's $9.3 billion. Income stood at $449.3 million, a 2.6 percent rise over 1981's $438 million. Cable revenues were meteoric by comparison, jumping 68.5 percent in 1982, to $726.2 million from 1981 revenues of $431 million.

Wometco Enterprises Inc.

316 N. Miami Ave.
Miami, Fla. 33128
(305) 579-1200
Elton Cary, chairman
Van Myers, president

Cable interests:

- Wometco Cable TV. Systems in Georgia, Mississippi, Louisiana, Alabama, New York, North Carolina, South

Carolina and Oklahoma; total subs: 229,000 (includes small system in the Bahamas).

Communication interests:

- Six television stations (four VHF).
- One radio station.
- Wometco Home Theater. Over-the-air subscription TV service (New York, New Jersey, Connecticut and Pennsylvania).

Wometco is the 22nd largest multiple system operator in the country, with 46 cable systems in 155 franchised communities scattered throughout eight states. Wometco's cable subsidiary, of which Wometco owns an 85 percent share, had a 41 percent rise in revenues in 1982, up to $46.4 million from a 1981 revenues of $32.9 million. Income more than doubled, from $4.67 million in 1981 to $9.49 million in 1982. Wometco increased its subscriber base by 17 percent this past year, with some 229,000 basic subscribers by year's end. The company added 20 new franchises in 1982, four requiring the building of two new cable systems, the other 16 added by extending existing systems.

Besides cable activities, Wometco owns six television stations, a radio station, 104 movie theaters, soft drink bottling plants, vending services, tourist attractions and an STV business called Wometco Home Theater, with 120,000 subscribers in the New Jersey/New York City and Philadelphia metropolitan areas.

In 1982, Wometco revenues rose 14 percent, to $493 million, from $434 million in 1981. Net income was $26 million, a 7 percent gain over 1981's income of $24.4 million.

Zenith Radio Corp.

1000 Milwaukee Ave.
Glenview, Ill. 60025
(312) 745-2000
Joseph Wright, chairman
Revone Kluckman, president and CEO

Cable interests:

- Videotex system technology exploration and development.
- Z-TAC addressable converter/decoder system; manufactured and distributed.

After suffering a precipitous 41 percent drop in net income last year, Zenith slipped out of the black and into the red in 1982, reporting a net loss of $21.8 million, as compared to 1981's $15.6 million profit. Citing "severe industry competitive pricing" and "low-price imports from the Far East" as factors contributing to the decline, Zenith net revenues slipped almost 3 percent, to $1.23 billion. Zenith's cable products division, however, showed continued fast growth, with revenues of $80 million, a 135 percent increase over last year's $34 million and eight times 1980's revenues of only $10 million.

Zenith's cable business centers on the company's Z-TAC addressable converter. Since its introduction in November 1981, 600,000 Z-TAC products have been shipped to systems in 25 states, and in 1982 Zenith began to expand its operations by building Z-TAC manufacturing facilities in Canada and Mexico. In addition, Zenith also is developing products for interactive services and teletext systems. In 1982, Zenith produced decoders for experimental teletext operations in San Diego, Calif., Orlando, Fla., and other cities. Zenith has developed the Virtext and Virdata teletext systems for receiving satellite transmissions of newswire reports.

Primarily known for its color televisions, Zenith manufactures a range of video and electronic equipment, including VCRs, picture tubes, switching transformers, decoders for STV and Heathkit electronic "do-it-yourself" kits. The company also produces microcomputers and software in its data systems division.

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Titsch Communications Inc.

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Top 100 cable MSOs

Rank	Multiple system operator	Basic subs	Pay subs	Homes passed	As of date*
1	Tele-Communications Inc[1]	2,255,000	NA	NA	12/82
2	American Television and Communications	2,198,200	1,981,175	4,288,275	3/83
3	Group W Cable	1,904,641	NA	NA	
4	Cox Cable Communications Inc	1,348,281	1,352,128	2,334,623	3/83
5	Warner Amex Cable Communications Inc	1,300,000	NA	NA	
6	Storer Cable Communications	1,228,977	1,300,594	2,318,859	3/83
7	Times Mirror Cable Television	815,946	575,222	1,600,471	3/83
8	Rogers UA Cablesystems	745,597	814,745	1,392,748	3/83
9	Newhouse Broadcasting[2]	719,920	662,476	1,231,744	3/83
10	Continental Cablevision	653,000	721,000	1,300,000	3/83
11	Viacom Cablevision	650,289	505,983	NA	
12	United Cable Television Corp	559,774	473,687	1,011,472	3/83
13	Sammons Communications Inc	544,476	359,586	775,000	
14	TeleCable Corp	355,032	331,350	629,086	3/83
15	Capital Cities Cable Inc	314,283	209,884	455,000	11/82
16	General Electric Cablevision	313,800	181,400	508,000	
17	Cablevision Systems Development	302,000	826,000	691,000	3/83
18	Comcast Cable Communications	298,067	281,357	544,000	3/83
19	Heritage Communications Group	288,699	206,630	552,346	3/83
20	Liberty Communications	261,084	146,337	506,000	
21	Jones Intercable Inc	246,067	152,881	402,770	
22	Wometco Communications	242,336	206,879	436,607	
23	Tele-Media	232,500	118,600	313,100	
24	TCA Group	223,064	62,371	306,605	
25	Daniels & Associates Inc	217,000	198,392	451,600	
26	Multimedia Cablevision Inc[3]	204,428	224,217	NA	
27	Maclean Hunter Cable TV Ltd	201,504	266,163	413,851	3/83
28	Service Electric Cable TV Inc	189,500	NA	NA	12/82
29	Century Communications Corp	183,000	115,000	NA	12/82
30	Centel Cable Television	160,692	112,006	262,101	
31	Colony Communications Inc	170,861	158,938	295,869	
32	Western Communications	154,407	60,337	192,500	
33	Prime Cable Corp	146,579	120,307	265,763	3/83
34	Harris Cable Corp	144,708	98,333	274,521	3/83
35	Rollins Cable Vue Inc	140,700	101,300	140,700	
36	Cablentertainment Inc	139,006	49,609	194,298	
37	Tribune Cable Communications	133,748	115,981	290,000	3/83
38	Cable America	123,740	196,121	389,110	
39	Sutton Capital Group[4]	120,514	132,604	217,365	3/83
40	Communications Service Inc	120,371	NA	NA	3/83
41	Midwest Video Corp	114,615	NA	NA	12/81
42	Harron Communications Corp	109,734	61,940	166,223	2/83
43	Cable Vision Industries	106,451	97,783	157,229	2/83
44	Adams-Russell Telecommunications	104,124	104,783	193,271	
45	Midcontinent Cable Systems[5]	103,264	51,615	171,707	
46	McCaw Communications	101,900	54,980	162,000	3/83
47	Buckeye Cablevision	99,890	39,366	173,721	
48	American Cablesystems Inc	98,000	97,300	156,600	3/83
49	Communications Systems Inc	92,799	73,807	156,886	
50	Armstrong Utilities	89,191	59,901	130,000	
51	Multi-Channel TV Cable Co	84,000	NA	NA	9/82
52	McDonald Group	82,447	50,113	137,623	
53	Southmedia Co	82,246	76,312	159,287	2/83
54	Buford TV/Cable Division	76,653	33,996	120,223	7/82
55	King Videocable Co	75,290	36,504	110,000	3/83
56	Summit Communications	75,225	47,415	130,452	
57	U.S. Cable Corp	75,000	95,219	146,000	
58	Ultracom Inc	75,000	61,000	185,000	
59	Falcon Communications	75,000	100,000	260,000	
60	Palmer Communications Inc	73,813	21,927	87,180	
61	Perry Cable TV Corp	73,505	33,970	119,496	
62	National Telecommunications Co	71,450	27,725	89,650	
63	McClatchy Newspapers	71,015	47,680	159,195	3/83
64	The Essex Group	69,722	33,994	111,953	
65	WEHCO Video Inc	68,547	39,172	120,000	3/83
66	American Cable Television Inc	66,000	98,000	180,000	
67	Acton Corp	65,000	58,000	208,000	3/83
68	Televents Inc	64,757	NA	96,630	
69	Booth Communications	64,500	32,100	107,000	
70	Lenfest Group	60,451	48,769	116,138	
71	Total TV Inc	60,035	50,377	123,355	
72	Omega Communications	60,000	NA	NA	12/82
73	Harte-Hanks Communications	58,000	58,000	108,000	3/83
74	Consolidated Cable Systems	57,505	52,395	106,000	
75	Pencor Services Inc	56,853	19,679	61,075	12/82
76	Omni Cable TV Corp	54,068	29,244	100,941	3/83
77	Wabash Cablevision	52,379	57,955	124,825	
78	Marsh Media	52,244	38,115		
79	The Daily Press	49,000	51,000	80,000	
80	Clear TV Cable Corp	47,532	21,336	66,000	10/82
81	Selkirk Communications	45,540	41,900	110,000	
82	Sonic Cable TV	45,444	NA	51,000	3/83
83	Adelphia Communications	45,057	24,647	75,000	
84	Greater Media	44,343	25,249	61,575	
85	Susquehana Broadcasting	43,600	NA	85,000	
86	National Cablesystems Inc	39,713	20,108	NA	1/83
87	Donrey Cablevision	37,445	20,594	63,621	
88	Helicon Corporation	36,431	13,163	NA	3/83
89	Matrix Enterprises	35,892	NA	NA	
90	Combined Cable Corp	35,000	30,100	62,140	
91	Joseph Gans	34,400	9,000	60,000	3/83
92	United Video Management	34,000	36,500	57,000	
93	Cable Holding Inc	32,000	24,000	67,500	
94	United Broadcasting Co	30,000	10,000	95,000	3/83
95	Cable Communications of Iowa	30,000	NA	NA	3/83
96	Wisconsin Cablevision & Radio Co	28,620	31,282	46,847	3/83
97	Mickelson Media	27,953	20,220	43,136	
98	Mid America Media	27,768	9,115	33,400	
99	MultiVision Group	26,883	7,557	NA	
100	Jim R. Smith & Co	25,174	6,807	30,814	3/83

* Figures are as of 4/83 unless noted otherwise

[1] Number is a company estimate

[2] Includes MetroVision, NewChannels, Vision Cable

[3] Includes Tar River Communications

[4] Includes owned and partially owned systems

[5] Includes systems owned and with controlling interest

Source: ICR, Cable Information Service

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Top 100 cable systems

Rank	Location	Operator	Basic subs	Pay subs	Homes passed	As of date*
1	San Diego, Calif	Cox Cable	221,585	147,635	361,500	12/82
2	Woodbury, N.Y	Cablevision	189,000	537,000	419,000	3/83
3	Manhattan, N.Y	ATC	174,475	106,825	376,800	3/83
4	Houston, Texas	Warner Amex	158,500	N/A	N/A	
5	San Antonio, Texas	Rogers UA	157,801	287,433	289,514	3/83
6	West Orange, N.J	Maclean Hunter	148,644	173,804	298,616	3/83
7	Wayne, N.J	Rogers UA	118,850	120,177	279,297	3/83
8	Tulsa, Okla	United Cable	105,694	98,174	189,029	3/83
9	Audubon, N.J	NYT Cable	104,141	109,577	214,192	
10	Erie County, N.Y	Prime Cable	100,110	60,000	173,637	5/83
11	Austin, Texas	ATC	97,425	110,175	169,900	3/83
12	San Jose, Calif	Gill Industries	96,000	33,100	N/A	
13	Cincinnati, Ohio	Warner Amex	95,000	N/A	N/A	
14	Tidewater, Va	Cox Cable	91,393	119,815	172,021	12/82
15	Baltimore County, Md	Caltec Cablevision	89,095	117,729	187,194	
16	Orlando, Fla [1]	ATC	86,700	72,600	184,000	3/83
17	Central Islip, N.Y	Viacom	86,606	59,956	N/A	
18	Seattle, Wash	Group W	85,907	N/A	N/A	
19	Memphis, Tenn	ATC	85,025	127,450	212,275	3/83
20	Jefferson Parish, La	Cox Cable	82,962	127,166	136,369	12/82
21	Toledo, Ohio	Buckeye Cablevision	81,009	32,318	140,000	
22	Manhattan, N.Y	Group W	80,712	N/A	N/A	
23	Jacksonville, Fla	ATC	78,875	100,600	187,250	3/83
24	Grand Rapids, Mich	General Electric	76,400	45,300	143,300	
25	Honolulu, Hawaii	ATC	76,000	66,200	142,650	3/83
26	San Diego, Calif	ATC	74,525	40,125	127,075	3/83
27	Wilmington, Del	Rollins Cable	74,000	45,700	129,000	
28	Wichita, Kan	Multimedia Cablevision	72,340	86,699	125,541	
29	San Francisco, Calif	Viacom	70,684	47,962	N/A	
30	San Juan, Puerto Rico	Harris Cable Corp	70,335	43,571	148,388	3/83
31	Richmond/Henrico County, Va	Continental	68,730	78,900	157,900	
32	Pittsburgh, Pa	Warner Amex	68,600	N/A	N/A	
33	Flint, Mich	Comcast	64,900	35,200	123,000	3/83
34	Englewood, Colo	United Cable	64,596	91,013	146,695	3/83
35	Baton Rouge, La	Daniels & Associates	63,135	54,322	113,000	
36	Seattle, Wash	Viacom	62,214	43,386	N/A	
37	Melbourne, Fla [1]	ATC	61,900	28,500	84,000	3/83
38	Rochester, N.Y	People's Cable	61,607	60,237	105,702	2/83
39	Columbus, Ohio	Warner Amex	61,000	N/A	N/A	
40	Buffalo, N.Y	Cablescope	60,082	42,099	137,931	
41	Monterey, Calif	Western	59,565	20,731	N/A	
42	Dallas, Texas	Warner Amex	58,000	N/A	N/A	
43	Santa Monica, Calif	Group W Cable	57,868	N/A	N/A	
44	Jefferson County, Ky [2]	Storer	56,228	95,591	85,350	3/83
45	South Bend, Ind	Buford Television	56,200	24,000	119,000	12/82
46	Santa Barbara, Calif	Cox Cable	56,167	24,587	72,500	12/82
47	Boston, Mass	Warner Amex	55,840	N/A	N/A	
48	Snohomish County, Wash	Viacom	55,610	28,971	N/A	
49	Kansas City, Mo	ATC	55,300	90,550	154,900	3/83
50	Suburban Tacoma, Wash	Cable TV of Puget Sound	55,140	34,276	101,607	
51	El Paso, Texas	Group W	55,097	N/A	N/A	
52	Allentown, Pa	Twin County Cable	55,000	15,000	120,000	1/83
53	Akron, Ohio	Warner Amex	55,000	N/A	N/A	
54	Charlotte, N.C	ATC	54,950	38,875	116,400	3/83
55	Harrisburg, Pa	Sammons Commun	54,541	26,054	83,000	
56	Columbus, Ohio	Coaxial Commun	54,400	N/A	97,700	
57	Dade/Broward, Fla [2]	Storer	54,366	70,459	113,262	3/83
58	Pompano Beach, Fla	American Video Corp	54,261	43,962	120,077	
59	Louisville, Ky	Times Mirror	53,876	60,299	135,778	3/83
60	Bingham, N.Y	NewChannels	53,461	27,022	69,699	
61	Phoenix, Ariz	Times Mirror (50%)	53,157	88,600	153,809	3/83
62	Sarasota, Fla [2]	Storer	52,716	32,682	74,026	3/83
63	Des Moines, Iowa	Heritage	51,954	49,316	113,000	3/83
64	Cleveland, Ohio	Viacom	51,876	58,526	N/A	
65	St. Petersburg, Fla	Group W Cable	51,404	N/A	N/A	
66	Allentown, Pa	Service Electric	51,000	15,100	124,910	12/82
67	Canton, Ohio	Warner Amex	50,400	N/A	N/A	
68	San Diego County, Calif	Times Mirror	50,067	17,776	71,890	3/83
69	New Haven, Conn [2]	Storer	49,692	35,392	81,752	3/83
70	Jackson, Miss	ATC	49,125	35,100	84,025	3/83
71	Hartford, Conn	Times Mirror	49,098	32,853	104,804	3/83
72	Indianapolis, Ind	Wabash Cablevision	48,779	53,900	115,600	
73	Peoria, Ill	General Electric	48,300	28,700	81,000	
74	Reading, Pa	ATC	48,300	25,150	69,650	3/83
75	Charleston, S.C [2]	Storer	48,246	55,886	99,247	3/83
76	Shreveport, La	ATC	47,750	32,125	83,450	12/82
77	San Rafael, Calif	Viacom	47,606	22,725	N/A	
78	Atlanta, Ga	Cable America	47,471	79,727	143,048	
79	Port Arthur, Texas	Liberty	47,053	28,862	108,000	
80	Chattanooga, Tenn	South Media	46,750	48,778	94,183	2/83
81	New Britain, Conn	United Cable	46,203	24,525	70,353	3/83
82	Fayetteville, N.C	ATC	46,100	29,300	72,800	3/83
83	Albany, N.Y	ATC	45,075	29,075	87,200	3/83
84	Eugene, Ore	Group W	45,052	N/A	N/A	
85	Omaha, Neb	Cox Cable	44,275	80,592	N/A	12/82
86	Bridgeport, Conn	Southern Conn. Cablevision	44,257	54,458	94,387	
87	Birmingham, Ala	ATC	44,175	38,750	115,275	3/83
88	Moline, Ill	Cox Cable	43,834	37,853	79,951	12/82
89	Oklahoma City, Okla	Cox Cable	43,793	89,664	N/A	12/82
90	Scranton, Pa	Verto Cable TV	43,746	9,349	74,000	
91	DeKalb County, Ga	Cable America	43,746	58,455	128,046	
92	Westchester County, N.Y	Rogers UA	43,639	56,950	97,840	3/83
93	Bakersfield, Calif	Warner Amex	43,400	N/A	N/A	
94	Lincoln, Neb	MetroVision	43,315	21,741	75,000	3/83
95	Winston-Salem, N.C	Summit Communications	43,262	25,737	67,963	
96	Spokane, Wash	Cox Cable	43,257	38,528	96,000	12/82
97	Lansing, Mich	Continental	43,200	30,000	79,000	3/83
98	Albuquerque, N.M	Tribune Cable	43,000	48,000	120,000	
99	Brookhaven, N.Y	Rogers UA	42,204	21,772	57,495	3/83
100	Rockford, Ill	Rockford/Park Cablevision	42,107	21,204	78,511	

* Figures are as of 4/83 unless noted otherwise

[1] Figures are estimates

[2] Pay subs and homes passed are as of 12/82

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PROGRAMMING SERVICES

Basic programming services

Programming Service	Satellite/ transponder	Start-up date	Affiliates (as of 4/83)	Subscribers (as of 4/83)	Price per subscriber	Programming hours
AP Cable News	Satcom III/R/6 and VBI on Westar III/1	6/65	445	4,700,000	$6.00	24 hours
ACSN-The Learning Channel	Satcom III R/16	10/79	396	3,057,642	5¢	M-F 4/day 12½/wkend
ARTS (Hearst/ABC)	Satcom III R/1 Westar V/12X	4/81	1,625	9,500,000	free	7/day
Black Entertainment Television	Westar V/12X	1/79	180	3,700,000	1¢	6/day 7 days/wk
Cable Health Network	Satcom III R/17	6/82	1,028	10,282,777	free	24/day
Cable News Network	Satcom III R/14	6/80	3,287	19,159,000	20¢, 15¢ w/WTBS	24/day
CNN Headline News	Satcom III R/15	1/82	476	3,516,617	3¢ w/CNN	24/day
CBN Cable Network	Satcom III R/8	4/77	3,830	20,770,000	10¢,20¢	24/day
Cable Satellite Public Affairs Network	Satcom III R/19	3/79	1,000	13,000,000	3¢	24/day
Daytime (Hearst/ABC)	Satcom III R/22 Westar V/12X	1/82	671	9,200,000	free	4/day 8/day
Dow Jones Cable News	Satcom III R/6	4/81	110	1,115,000	1¢ or less	24/day
Entertainment and Sports Programming Network	Satcom III R/7	9/79	5,733	22,238,479	10¢/real sub	24/day
Electronic Program Guide	Satcom III R/3	1/82	75	1,109,464	$125/wk and $4/ channel/wk over 14 channels	24/day
Eternal Word Television Network	Satcom III R/18	8/81	72	1,124,000	free	4/day
Financial News Network	Satcom IV/2	11/81	758	7,704,527	free	M-F 7/day
Modern Satellite Network	Satcom III R/22	1/79	459	7,805,020		
Music Television	Satcom III R/11	8/81	1,500	12,000,000	free	24/day
The Nashville Network	Westar V/9D	3/83	725	7,500,000	na	24/day
National Christian Network	Satcom IV/7	6/80	92	1,421,647	free	12/day
National Jewish Television	Satcom III R/16	5/81	114	2,446,735	free	3/wk
Nickelodeon	Satcom III R/1	4/79	2,450	11,400,000	15¢	15/day
PTL Satellite Network	Satcom III R/2	4/78	725	7,500,000	free	24/day
Reuters Monitors Service	Satcom III R/18	1974	15	5,000	na	24/day
Reuters News View	Satcom III R/6	1969	375	3,500,000	na	24/day
Satellite News Channel	Westar V/4X,8X,9X 6D,8D	6/21/82	557	5,700,000	free	24/day
Satellite Program Network	Westar IV/11X	1/79	75	5,600,000	free	24/day
SIN National Spanish Television Network	Satcom IV/1	9/76	15	Total 25,713,800 Spanish: 3,199,100	10¢ per Spanish Sub	24/day

Source: ICR, Cable Information Service

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Trinity Broadcast Network	Satcom IV/17	5/78	245	2,874,000	free	24/day
UPI News Cable	Satcom III-R/6	1974	485	na	na	24/day
USA Network	Satcom III R/9	9/80	3,400	17,000,000	11¢	24/day
The Weather Channel	Satcom III R/21	5/82	840	8,300,000	free	24/day
WGN-TV (United Video)	Satcom III-R/3	11/78	3,976	11,084,783	10¢	24/day
WOR-TV (Eastern Microwave)	Westar IV/2D	4/79	796	4,703,757	10¢	24/day
WTBS	Satcom III R/6	12/76	5,214	25,823,000	10¢	24/day

Pay programming services

Programming Service	Satellite/ transponder	Start-up date	Affiliates (as of 4/83)	Subscribers (as of 4/83)	Price per subscriber	Programming hours
Bravo	Satcom IV/6	12/80	70	100,000	na	10/day
Cinemax	Satcom III-R/ 20 (east) 23 (west)	8/80	1,600	2,000,000	$3.50 approx.	24/day
The Disney Channel	Westar V/5X,6X	4/83	425	100,000	na	24/day
EROS	Satcom IV/5	5/82	22	200,000	$1.00 approx.	12/week
GalaVision	Westar IV/23 Satcom	10/79	160	125,000	na	M-F, 12/day 24 wkend
Home Box Office	Satcom III-R 13 (west) 24 (east)	9/75	4,500	11,500,000	$4.00 approx.	24/day
Home Theater Network Plus	Satcom III R/16	7/77	325	170,000	$2.95	12/day
The Movie Channel	Satcom III-R/5	1/80	2,350	2,350,000	$4.60 maximum	24/day
ON TV	Comstar/D4	4/77	3	452,995	na	24/day
Playboy Channel	Satcom IV/7	12/80	240	420,000	na	10/day
SelecTV	Westar V/11X	6/81	35	215,000	$6.75-$7.45	24/day
Showtime	Satcom III-R/ 10 (west) 12 (east)	7/76	2,400	4,000,000	na	24/day
Spotlight	Satcom III R/4	5/81	231	750,000	na	24/day

Basic audio services

Programming Service	Satellite/ transponder	Start-up date	Affiliates (as of 4/83)	Subscribers (as of 4/83)	Price per subscriber	Programming hours
KKGO-FM	Satcom IV/17	4/83	3	100,000	na	24/week
Lifestyle (United Video)	Satcom III-R/3	3/81	127	1,066,400	1¢ $40 minimum $100 maximum	24 hours
Moody Bible Institute (United Video)	Satcom III-R/3	5/82	23	316,723	free	24 hours
Satellite Radio Network	Satcom II-R/2	na	40	na	na	na
SCAN (SSS)	Satcom IV/3 Satcom III/6	11/82	8	100,000	2c	24/day
Sunshine Entertainment Network	Satcom III-R/2	na	3	21,000	na	24/day
WFMT Chicago (United Video)	Satcom III-R/3	8/79	168	912,997	2c	24/day

Source: ICR; Cable Information Service

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Cable stats

Regional entertainment services

Programming Service	Satellite/ transponder	Start-up date	Affiliates (as of 4/83)	Subscribers (as of 4/83)	Price per subscriber	Programming hours
Atlanta Interfaith	Non-sat. fed	2/81	5	123,000	free	20/day
Atlantis Entertainment Network	Non-sat. fed	1/81	5	9,800	$10	40/week
Bay Area Religious Channel (BARC) c/o Catholic TV Network	Non-sat. fed	projected Sept. 83	34	200,000	free	25/week
Buffalo Sabres Hockey	Non-sat. fed	1974	9	325,000	na	October-May 8-12 hrs/wk
Festival Texas Cable Network	Non-sat. fed	3/83	1	110,000	free	4/day
Home Sports Entertainment (Dallas)	Non-sat. fed	4/83	na	na	na	6½/day
Home Sports Entertainment (Houston)	Satcom IV/11	1/83	na	na	na	6½/day
Home Sports Entertainment (Pittsburgh)	Non-sat. fed	4/83	na	na	na	6-8/day
Life Newsvision	Non-sat. fed	2/82	3	10,000	free	24 hours
Madison Square Garden	Non-sat. fed	1969	49	1,400,000	6c	7/day
Newsday Cable	Non-sat. fed	5/83	1	190,000	free	24 hours
Off Track Betting	Non-sat. fed	4/74	13	na	free	24
PRISM Philadelphia	Non-sat. fed	9/76	86	339,489	na	24
Sonics Superchannel	Non-sat. fed	2/81	10	23,500	50% of cable system subscribers	na-not regularly scheduled
SportsChannel-New England	Non-sat. fed	1/83	28	20,000	na	na-varies according to sport
SportsChannel-NewYork	Non-sat. fed	4/79	30	273,445	$4.25	23/wk
Sports Vision	Non-sat. fed	5/82	12	27,000	na	3-9/wk
Video Music Channel	Non-sat. fed	7/82	16	110,000	free	10/day
Z-Channel	Non-sat. fed	na	16	88,664	na	24/wk

Non-satellite-fed national services

Programming Service	Satellite/ transponder	Start-up date	Affiliates (as of 4/83)	Subscribers (as of 4/83)	Price per subscriber	Programming hours
Fuji Network	Bicycle tapes	1983	5	4,600	$13.47/mth.	5/day
PlayCable	Bicycle tapes	11/81	18	na	$5.50-$12	24
The Pleasure Channel	Bicycle tapes	5/82	18	15,000	$1-$1.50	6/day

Announced satellite-fed services

Aimi Group Network
1500 Broadway, 4th. Floor
New York, N.Y. 10036
(212) 307-7410
John Berentson
Launch: T.B.A.

The Aloha Network
(Lewmark Productions)
8730 W. 1st. St.
Los Angeles, Calif. 90048
(213) 275-4558
Mark Tobias
Launch: T.B.A.

American Christian Television Systems
c/o Baptist Radio TV Commission
6350 W. Freeway
Fort Worth, Texas 76150
(817) 737-4011
Michael Wright
Launch: 3/84

Apollo Entertainment Television
801 2nd Avenue
New York, N.Y. 10017
Percy Sutton
Debra Fields
Launch: 4th quarter '84

Bluemax
3 First National Plaza
14th Floor
Chicago, Ill. 60602
(312) 781-9607
J. Holbrook
Launch: T.B.A.

The BuenaVision Channel
912 Northeastern
Los Angeles, Calif. 90063
(213) 267-1461
Ed Sterling
Launch: 3rd quarter '83

Cable Jazz Network
6606 W. Broad
Richmond, Va. 23230
(804) 282-9643
Russell Bateson
Launch: T.B.A.

The Channel Black
225 Central Park West
Suite 1123
New York, N.Y. 10024
(212) 874-2018
Fred Dawson
Launch: 3rd quarter '83

Source: ICR, Cable Information Service

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Cable stats

Christian Media Network
Relaunch: T.B.A.

Comedy Entertainment Network Telecommunication Station
716 Mount Curve Rd.
St. Paul, Minn. 55116
(612) 698-7404
Ivan Bonk
Launch: 9/20/83

The Community Channel
1156 Alum Creek Dr.
Columbus, Ohio 43209
(614) 221-0692
Bill Johnson
Launch: T.B.A.

Episcopal TV Network
P.O. Box 50022
Austin, Texas 78763
(512) 476-1791
Reverend Charles Summers
Relaunch: T.B.A.

Group W Cable Sports Network
41 Harbor Plaza
P.O. Box 10210
Stamford, Conn. 06904
Dan Ruth
Launch: T.B.A.

Kidvid Network
342 Madison Avenue
New York, N.Y. 10173
(212) 867-1700
Joanne Melton
Launch: 1/84

Magicable
1350 Avenue of the Americas
New York, N.Y. 10019
(212) 247-1700
David Smith
Launch: 3rd quarter '83

National Jazz Network
P.O. Box 157
Amherst, Mass. 01002
(413) 549-0811
Eric Reid
Launch: T.B.A.

The Nostalgia Network
(Lewmark Productions)
8730 W. 3rd Street
Los Angeles, Calif. 90048
(213) 275-4558
Mark Tobias
Launch: T.B.A.

PBS Cable
475 L'Enfant Plaza, S.W.
Washington, D.C. 20024
(202) 488-5000
Eric Sass
Launch: T.B.A.

Rock 24
(Lewmark Productions)
8730 W. 3rd.
Los Angeles, Calif. 90048
(213) 275-4558
Mark Tobias
Launch: T.B.A.

Satellite News Channel II
41 Harbor Plaza Drive
P.O. Box 10210
Stamford, Conn. 06904
(203) 964-8355
Dan Ruth
Launch: 4th quarter '84

The Silent Network
P.O. Box 1902
Beverly Hills, Calif. 90213
(213) 654-6972
Sheldon Artfeld
Launch: Early fall '83

Sitcom Channel
(Channelentertainment)
P.O. Box 1091
Knoxville, Tenn. 37901
(615) 524-2575
Rick Dodds
Launch: 1st quarter '85

Sunshine Cable
P.O. Box 3301
Cocoa, Fla. 32924
(305) 636-7114
Jim Thompson
Launch: 2nd quarter '83

Video Concert Hall
2215 Perimeter Park
Suite 6
Atlanta, Ga. 30341
(404) 452-7377
Jerry Crow
Launch: 3rd quarter '83

The Work Channel
(Lewmark Productions)
8730 W. 3rd St.
Los Angeles, Calif. 90048
(213) 275-4558
Mark Tobias
Launch: T.B.A.

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Franchising calendar

This chart examines the franchise status of communities during the fourth quarter of 1982 and beginning of 1983. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes).
South Tucson—awarded to Cox Cable 10/82.

California
Bellflower—awarded to Communicom Inc. 11/82.
Claremont—proposal deadline extended to 5/20/83 (9,000 homes).
Commerce—RFP issues; proposals due 7/29/83.
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes).
Dvarte—RFP issues; proposals due 7/25/83.
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 7/83 (166,000 homes).
East Yolo—developing enabling ordinance; RFP expected by early summer 1983.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Lomita—preliminary award to Colony Communications (8,137 homes).
Los Altos—expect RFP to be issued 6/83.
Los Angeles (South Central Region)—award expected 6/83 (180,000 homes).
Norco—RFP issued; proposals due 6/6/83.
Palo Alto—expect to issue RFP by 7/83 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—deadline for proposals extended to 5/31/83 (12,000 homes).
San Fernando—final agreement signed with Valley Cable 1/83.
South Monrovia—preliminary award to Falcon Communications; final award expected by 7/83 (5,450 homes).
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83.
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 6/83 (43,000 homes).
West Covina—award expected 5/83; proposals received from Falcon Cable and United Cable; (28,000 homes).

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes).
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83.

Connecticut
Enfield, Hartland, East Grandy, Suffield, Windsor Locks, East Windsor, Somers, Stafford, and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes).
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983.
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,551 homes).

District of Columbia
RFP to be released mid-summer 1983.

Florida
Tierre Verde—preliminary award to Centel; final award expected by 6/83 (2,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—awarded to Centel Communications 11/82.
Bensenville—awarded to Continental Cablevision 11/82.
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes).
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected summer 1983.
Countryside—preliminary award to Cablevision of Chicago (2,200 homes).
Downer's Grove, Darien—negotiating with Continental Cablevision; award expected 7/83 (6,430 homes).
Elmwood Park—RFP expected 7/83 (9,500 homes).
Glen Ellyn (uninc. DuPage County areas)—negotiating with Group W Cable; (3,100 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 8/83.
Joy—award to Star Communications of Springfield 5/83 (220 homes).
LaGrange, LaGrange Park, Indian Head Park, Riverside—award to Centel 10/82 (15,000 homes).
Lisle—negotiating with Multimedia; award expected 7/83 (3,300 homes).
Lombard, Oakbrook Terrace, Elmhurst (uninc. DuPage County areas)—awarded to Continental Cablevision 10/82.
Naperville—final award to Centel expected 7/83 (17,500 homes).
Northbrook—award to Cablenet Inc. 10/15/82.
St. Charles, Geneva—negotiating with Centel; award expected 7/83 (10,000 homes).
South Holland—award to Multimedia 3/15/83 (7,400 homes).
Villa Park—negotiating with Multimedia; award expected 7/83 (7,100 homes).
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes).
Wheaton—RFP issued; proposals due 6/1/83.
Winnetka—decision to have cable has been postponed.
Woodbridge—negotiating with Cablevision of Chicago; award expected 7/83 (260 homes).

Indiana
DeMotte—proposals received from Northwestern Indiana Cablevision and Telecom Services (800 homes).
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies.
Munster—awarded to U.S. Cable 12/82.

Iowa
Anthon—award to Midlands Cable Systems of Papillion, Neb. 12/82 (350 homes).
Cambridge—award to Oak Cable Systems 3/83 (250 homes).
Cincinnati—award to Eagle Cable 12/82 (200 homes).
Colo—award to Oak Cable systems 2/22/82 (330 homes).
Kingsley—award to Satellite Communications 4/12/83 (400 homes).
Morning Sun—beginning franchise process (360 homes).
Preston—proposals received from Preston Area Cablevision and Tele-National Communications; award expected by 6/83 (430 homes).
Van Horne—award to Van Horne Cablevision 12/82 (280 homes).

Kentucky
Danville—received 5 bids: Communicable, Communications System, Constitution Cable, RV Cablevision and Brandenburg CATV Inc.; recommendation expected 6/83.
Greenville, Central City, Muhlenburg County—beginning negotiations with TCI (13,000 homes).
Hazel, Puryear—award to Galaxy Cablevision 12/8
Wingo—award to Galaxy Cablevision 2/83 (300 homes).

Maine
Harpswell—final award to Video Vision expected 6/83 (2,800 homes).
Hermon—proposals received from Weir Communications, Maine Cable Co. and Coastal Cable; award expected by 6/83 (1,062 homes).

Maryland
Baltimore—award to Caltec Cablevision 2/23/83 (302,000 homes).
Bowie—award to Storer Cable 1/83 (11,000 homes).
Carroll County—RFP issued; deadline for proposals 6/1/83 (30,000 homes).
Chestertown—award to CATV General 2/83 (1,800 homes).
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—awarded to Campbell Communications 10/82.
Acton—award to Adams-Russell expected 6/83 (4,770 homes).
Ashland—award expected 6/83 (5,082 homes).
Ayer—awarded to Nashoba Communications Inc. 11/82.
Belmont—exploring municipal ownership of cable.
Bourne—award to Campbell Communications 12/6/82.
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes).
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes).
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Dedham—preliminary award to Bay Cable TV.
East Bridgewater—preliminary award to Campbell Communications 4/83.
Hamilton and Wenham—proposals submitted by Continental Cablevision, Rollins and Prestige Cable TV (2,300 homes).
Hanson—award to Continental Cablevision 3/22/82.

Source: ICR, Cable Information Service

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Michigan

Bloomfield Township, Bloomfield Hills—proposals received from Booth Communications, Bloomfield Communications and United-Tribune; award expected 6/83 (15,000 homes)
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes)
Dearborn Heights—Final award to Continental Cablevision 4/12/83 (23,000 homes)
Detroit—award expected 6/31/83 (471,000 homes)
Livonia—preliminary award to MetroVision; final award expected by 6/83 (33,000 homes)
Marquette—final award to Marquette Cablevision 11/82 (7,000 homes)
Monroe—City Council awarded franchise to Communication and Cablevision Inc. to compete with existing franchised cable system, Monroe Cablevision
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes)
Romeo—final award to Harron expected 6/83 (1,000 homes)
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—received 3 bids: Bloomfield Communications, Greater Media and Continental Communications; award expected 6/15/83
West Oakland County Cable Group (Milford Village, Walled Lake, Wixom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—proposals received from Com-Star, Greater Media and Associates of Bloomfield; award expected 7/83 (32,000 homes)

Minnesota

Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—award expected 6/83 (6,000 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—negotiating with Communications Systems Inc. (2,568 homes)
Belle Plaine, Le Center, Le Sueur, Lonsdale, Montgomery, New Prague—expect RFP to be issued 8/83 (5,227 homes)
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award expected 6/83
Burnsville, Eagan—award expected 6/83 (12,849 homes)
Chanhassen—assessment not yet complete (2,285 homes)
Eagan—see Burnsville
Forest Lake, Forest Lake Twp., Columbus Twp., Scandia Twp.—award expected 7/83 (5,619 homes)
Grand Marais—award expected 7/83
Janesville—RFP issued (700 homes)
Maple Plain—beginning process (481 homes)
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—RFP issued; proposals due 7/12/83 (11,682 homes)
Mound—award to Dowden 3/22/83 (3,600 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award expected 8/83
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes)
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti; Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82
Prior Lake—award to Communication Systems Inc. 4/11/83 (2,560 homes)
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Mounds View, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes)
St. James—award to Dowden 5/83 (1,820 homes)
St. Paul—award expected 6/83 (111,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—only proposal from Telephone and Data Systems; award expected 5/83 (6,000 homes)
Waconia—beginning process (1,024 homes)
Watertown—beginning process (700 homes)
Wayzata—deadline for proposals extended 6/6/83 (1,800 homes)
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—RFP issued; deadline for proposals 6/13/83
Windom—City Council will decide nature of cable franchise ownership by 5/83 (1,600 homes)

Missouri

Crocker—award to Comm Management 12/82 (450 homes)
Forsyth—award to Ozark Summit Cable 11/82
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83
Higbee—award to Comm Management 1/83 (330 homes)
Iberia—award to Comm Management 10/82 (325 homes)
Lancaster—award to Multi-Com 1/83 (460 homes)
St. Louis—re-issued RFP; proposals due 6/27/83 (178,000 homes)

Hingham—American Cablesystems is sole bidder; public meeting set for 6/83 (6,323 homes)
Holbrook—franchise awarded to Continental Cablevision 1/20/83 (3,100 homes)
Holliston—proposals received from Adams-Russell, CableVision Industries, United Video, Prestige Cable and Community Cablevision (3,922 homes)
Hopedale—proposals received from Greater Worcester Cablevision, Massachusetts Cablesystems and Rollins Cablevision; award expected 6/83 (1,200 homes)
Hull—award to American Cablesystems 1/10/83 (4,800 homes)
Lancaster—amended proposals due 5/14/83; award expected 6/83 (4,000 homes)
Lincoln—RFP issued; proposals due 8/1/83
Mansfield—final award to Massachusetts Cablevision Systems 12/82
Marblehead—restarting franchise process
Marshfield—preliminary award to Greater Southshore Cablevision 11/82 (10,000 homes)
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Nahant—pending; Warner Amex sole bidder (1,433 homes)
Needham—final award to Continental Cablevision pending (8,700 homes)
Norfolk—RFP issued; proposals due 6/1/83 (1,800 homes)
Northborough—award to Greater Media 1/10/83 (3,334 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—provisional license to Campbell Communications 11/1/82 (4,264 homes)
Pepperell—award pending; proposals received from Adams-Russell, Neshoba Communications, Pepperell Cablevision and United Cablevision (2,800 homes)
Randolph—awarded to American Cablesystems 11/82 (9,800 homes)
Rockland—award to Campbell Communications 11/22/82 (5,005 homes)
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (4,000 homes)
Sharon—award to Cablevision Industries 1/27/83
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Sterling—restarting franchise process in fall 1983
Stoughton—award to Continental Cablevision 2/83
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes)
Townsend—pending (2,306 homes)
Walpole—pending (5,676 homes)
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)
Wayland—RFP issued; proposals due 7/1/83 (3,500 homes)
Wellesley—award expected 6/1/83 (8,000 homes)
Westborough—award to Greater Media 1/18/83
West Bridgewater—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes)
pending
Westminster—RFP issued; proposals due 6/6/83 (1,000 homes)
Westport—award expected 7/83; proposals received from Westport Cable Television and United Cablevision Funding (5,500 homes)
Whitman—awarded to Continental Cablevision 10/82
Wrentham—awarded to Massachusetts Cablevision Systems Inc. 12/7/82

New Hampshire

Atkinson—final award to Harron Communications expected by 6/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Pelham—RFP issued 5/1/83; deadline for proposals 8/1/83
Sandown—RFP issued, no responses received (800 homes)
Windham—awarded to Harron Communications 5/83 (2,000 homes)
Wolfeboro—proposals received from Cablevision, Community TV, Maine Cable and Premium TV (803 homes)

New Jersey

Boonton Township—award to Sammons Communications 1/29/83 (3,600 homes)
Franklin Lakes—award to Rural Cable Service 10/82 (2,500 homes)
Jersey City—halt on issuance of RFP pending resolution of legal action
Patterson—award expected by 10/83
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82

New York

Beekman—deadline for proposals extended until 8/31/83 (2,100 homes)
Cherry Valley—final award to Schohane 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
Mayville, Chautauqua, Westfield, Ripley—preliminary award to US Cable 3/22/82; final award expected 6/83 (5,430 homes)
New York City—preliminary agreement reached for outer boroughs: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—restarting franchise process (1,100 homes)
Pomfret—awarded to Harbor Vue Cable TV of Dunkirk (Adelphia) 2/83 (138 homes)
Union Vale—proposal deadline extended to 6/30/83
Westfield—proposal received from U.S. Cable of Tri County

North Carolina

Pitt County—award to Cable TV Support Services 4/5/83 (10,000 homes)
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—negotiating with CATV Support Services; award expected by 6/83 (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes)
Jackson—expect to issue RFP 6/83 (400 homes)
Pamlico County—beginning franchise process (4,000 homes)

Ohio

Arcadia—award to Continental Cablevision 1/83 (300 homes)
Ashley—award to ACT Cable 1/83 (420 homes)
Batavia Township—proposals received from Cable Management, So-Comm, Highland Cable and Warner Amex; award expected 7/83 (4,000 homes)
Bloomville—award to Telenational Communications 10/82 (400 homes)
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Cuyahoga Heights—award to Space Cable of Ohio 12/82 (500 homes)
Forest—award to Telenational Communications 11/82 (650 homes)
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes)
Holgate—award to Northern Ohio CATV Associates 10/82 (500 homes)
Lordstown—pending
Loudonville—award to Ashland County Cable Service 10/82 (1,200 homes)
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes)
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes)
Quincy—re-starting franchise process (250 homes)
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes)
South Charleston—award to Quality Cable Services of Grove City 12/82 (600 homes)

Oregon

Canby—only Canby Telephone Association made proposal; award expected by 4/83 (2,500 homes)
Cottage Grove—expect to issue RFP by 8/83 (2,500 homes)
Dunthorpe—proposals received from Liberty Communications and Cable Systems; award expected 6/83 (600 homes)
East Multnomah County—final award to Rogers UA Cablesystems 4/7/83 (80,000 homes)
McMinnville—awarded to Liberty Communications 12/82
Milwaukie—negotiating with Tribune Cable; award expected 6/83 (7,500 homes)
Sylvan, West Hills, Dunthorpe—only proposal from Liberty Communications; award expected 6/83 (600 homes)

Pennsylvania

Philadelphia—eleven bids for four franchise areas submitted by eight companies: Wade Communications, Cablevision Systems, Collins Cablevision, Cox Cable, Independence Cablevision, Times Mirror Cablevision, Comcast Communications and Philadelphia Inner City Cablesystems; award expected 12/83
West Manheim—award to Scatcom 10/83 (1,700 homes)

Rhode Island

Newport (Middletown, Portsmouth, Tiverton, Little Compton)—final award subject to resolution of pending lawsuit (29,500 homes)

Tennessee

Brentwood—award to Metro Cablevision 2/14/83
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes)
Mosheim—award to Mosheim Cablevision 2/83 (500 homes)
Whiteville—award to Tri-County Cable TV 11/82 (400 homes)

Texas

Azle—expect to issue RFP 6/83 (2,900 homes)
Joshua—franchise awarded to Alericom 4/83 (610 homes)
Plano—Advisory Board recommended TeleCable (25,000 homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia

Dinwiddie County—Crater General Communications submitted only proposal; award expected 7/83
Fairfax City—Media General sole bidder; award expected 6/28/83 (6,500 homes)
Goochland County—award to Continental Cablevision 2/83
Hanover County—award to Continental Cablevision 5/20/83 (5,600 homes)
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)
Manassas—RFP expected to be issued by 6/83 (5,510 homes)
Manassas Park—final award to Manassas Park Cablevision expected 6/83 (1,931 homes)

Washington

Battle Ground—Cox submitted proposal; award expected 8/83 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected 7/83 (5,000 homes)
Seattle, Central District—final award to Seattle Community Cablevision 2/83 (12,000 homes)
South Prairie—award to Cable TV Puget Sound 10/82

Wisconsin

Alma Center—award to Western Wisconsin Communications Cooperative 12/82 (175 homes)
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes)
Hixton—award to Western Wisconsin Communications Cooperative 2/83 (150 homes)
Hudson, North Hudson, River Falls—preliminary award to Telephone and Data Systems
Hustisford—beginning franchise process (350 homes)
Johnson Creek—beginning franchise process (400 homes)
Kenosha—Total TV given first negotiation rights; award expected 6/83 (29,500 homes)
Merrillan—award to Western Wisconsin Communications Cooperative 12/82 (200 homes)
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)
Seymour—award to Seymour Cablevision 11/82
Spring Green, Spring Green Twp., Plain, Arena, Lone Rock—only proposal received from Kaytronics (1,750 homes)
Waterford—started work on ordinance 1/83 (600 homes)

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Top 30 markets franchise proposal summary

This chart compares franchise proposals in the top TV market core cities not yet wired for cable.

1. NEW YORK—Preliminary agreement reached

Applicant	Franchise area	% ownership	Home passed (000s)	Plant miles	Total channels	2-way/addressable	Cost of basic # ch @ $	LO studio/mobile	Inst. net # ch/plant mi.	# PPV channels	# Public access ch.	Construction cost (in millions)	Months to completion
Cox Cable	Portions of Staten Island	Cox 100	58	400	70 min	Yes	T.B.D.	T.B.D.	UNC/50 min.	T.B.D.	4	50	36
Vision Cable	NE Staten Island	Continental 50 Vision 50	190	904	112	Yes	T.B.D.	2/1	53/50 min.	2	4	56	30
American Television and Communications	portions of Queens	ATC 100	265	400	70 min.	T.B.D.	T.B.D.	T.B.D.	42/50 min.	T.B.D.	T.B.D.	T.B.D.	84
Queens Inner-City Cable	Southern Queens	Minority Co. 60 local 40	188	950	104	Yes	T.B.D.	T.B.D.	54/246	T.B.D.	4	80	48
Warner Amex	Northern Queens	Warner Amex 100	300	930	86	Yes	T.B.D.	1/1	UNC/50 min.	6	4	100	60
Cablevision	Eastern Brooklyn	Cablevision 100	606	1,150	88	T.B.D.	T.B.D.	T.B.D.	44/50 min.	4	4	T.B.D.	84
Warner Amex	Western Brooklyn	Warner Amex 100	200	484	70 min	Yes	T.B.D.	1/1	UNC/50 min.	6	4	100	60
Cablevision	Bronx	Cablevision 100	432	800	88	T.B.D.	T.B.D.	T.B.D.	44/50 min.	4	4	T.B.D.	72

2. LOS ANGELES—Contract finalized

Applicant	Franchise area	% ownership	Home passed (000s)	Plant miles	Total channels	2-way/addressable	Cost of basic # ch @ $	LO studio/mobile	Inst. net # ch/plant mi.	# PPV channels	# Public access ch.	Construction cost (in millions)	Months to completion
Ar CESS	S. Central Area K	Sun Cable 80 local 20	182	685	70	Yes	T.B.D.	3/1	T.B.D./150	T.B.D.	T.B.D.	50	36

3. CHICAGO—Preliminary agreement reached

Applicant	Franchise area	% ownership	Home passed (000s)	Plant miles	Total channels	2-way/addressable	Cost of basic # ch @ $	LO studio/mobile	Inst. net # ch/plant mi.	# PPV channels	# Public access ch.	Construction cost (in millions)	Months to completion
Cablevision Systems	Loop, N. Shore	Cablevision 100	273	402	122	Yes	36@0.00	T.B.D.	116/T.B.D.	3	11	109	42
Group W Cable Chicago	N. Central	Group W 90 local 10	217.2	649	120	Yes	36@0.00	2/1	54/128	5	12	118.9	48
Group W Cable Chicago	N. West	Group W 90 local 10	193.1	691	120	Yes	36@0.00	2/2	54/125	5	12	107.9	48
Chicago Cable Communications	South	TCI 50 Cross Cross Country 50	221.7	831	122	Yes	36@0.00	1/2	36/200	3	4	75	60
Continental Cable Chicago	Far South	Continental 50 Stellar investors 50	194	862	120	Yes	36@0.00	5/1	34/138	4	5	70	36

4. PHILADELPHIA—Proposals under review

Applicant	Franchise area	% ownership	Home passed (000s)	Plant miles	Total channels	2-way/addressable	Cost of basic # ch @ $	LO studio/mobile	Inst. net # ch/plant mi.	# PPV channels	# Public access ch.	Construction cost (in millions)	Months to completion
Times Mirror	South	Times Mirror 100	155	445	109	Yes	37@10.90	2/2	46/445	No	15	26.5	48
Independence Cable	S. West	Minority 100	155	615	120	Yes	24@0.00	18/2	35/50	5	4	70	36
Philadelphia Inner City Cable	S. West	Minority 100	154	556	120	Yes	50@2.00	T.B.D.	50/T.B.D.	5	5	40.5	36
Wade Communications Inc.	S. West	J. Wade 10 WCI 50 local 40	175.8	636	120	Yes	58@5.95	4/2	35/50	3	13	45	36
Comcast Cablevision	N. West	Comcast 80 local 20	153.8	633	132	Yes	47@2.95	1/2	54/82	3	13	61.3	36
Cox Cable	N. West	Cox 100	154	840	112	Yes	61@5.95	5/3	54/55	4	12	100	36
Independence Cable	N. West	Minority 100	160	543	120	Yes	24@0.00	18/2	35/143	5	4	70	36

Source: ICR, Cable Information Service

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Applicant	Franchise area	$ ownership	Home passed (000's)	Plant miles	Total channels	2-way/addressable	Cost of basic # ch @ $	LO studio/mobile	inst. net # ch/plant mi.	# PPV channels	# Public access ch.*	Construction cost (in millions)	Months to completion
Rollins Cablevision	N. West	Rollins 90 minority 10	155	749	240	Yes	26@1.95	1/1	61/124	1	15	60	23
Cablevision	N. East	Cablevision 100	155	718	123	Yes	61@2.00	2/2	54/159	5	5	50.5	30
Comcast Cablevision	N. East	Comcast 80 local 20	155.6	689	132	Yes	47@2.95	1/2	54/102	3	13	64.7	36
Rollins Cablevision	N. East	Rollins 90 minority 10	155.6	842	240	Yes	26@1.95	1/1	61/139	1	15	64.7	23
7. DETROIT—Proposals under review													
Barden Cablevison	citywide	Barden 57 local 23 minority 20.	470	2.143	120	Yes	36 @ 3.95	7/2	61/412	5	14	156	48
City Communications	citywide	local 74 minority 26	471	2.320	120	Yes	78 @ 3.95	8/2	52/2320	3	4	157	48
Detroit Inner-Unity Bell	citywide	minority 80 local 20	470	2.323	112	Yes	31 @ 12.95	9/9	25/465	3	5	134	60
14. SEATTLE—Contact finalized													
Seattle Community Cable	Central District	W.T. Johnson 80 local 20	13.4	110	54	Yes	23 @ 9.00	1/1	NA/NA	NA	10	2.5	12
15. MINNEAPOLIS—Contract finalized													
Minneapolis Cable Systems	S. & East 6 of 13 wards	Rogers UA 100	80	417	120	Yes	12 @ 0.00	N/A	54/200	7	NA	30	36
Northern Cablevision	N. & West 7 of 13 wards	Storer 100	93	433	120	Yes	12 0.00	N/A	54/200	7	NA	43	36
ST. PAUL—Proposals under review													
Continental Cablevision of St. Paul	citywide	Continental 50 Minneapolis public Radio 50	115	748	124	Yes	16 @ 0.00	8/3	35/153	1	3	34	24
Group W	citywide	Group W 100	110	525	124	Yes	32 @ 0.00	1/1	108/276	5	6	62	32
Nor-West Communications	citywide	local 100	115	791	88	Yes	36 @ 0.00	1/1	94/841	3	10	39	32
18. TAMPA—Contract finalized													
Tampa Cable Co	citywide	Tribune Cable 100	113	1.100	122	Yes	38 @ 2.35	2/1	54/90	3	9	54	42
19. DENVER—Contract finalized													
Mile Hi Cable	citywide	ATC 42.5 Daniels 42.5 local 15	225	1.500	60	Yes	30 @ 2.50	4/2	60/400	2	7	78	48
20. BALTIMORE—Preliminary agreement reached													
Calvert Telecommunications	citywide	Caltec 100	280	1.100	116	Yes	35 @ 5.95	2/2	50/220	7	10	125	48
29. MILWAUKEE—Contract finalized													
Warner Amex	citywide	Warner Amex 100	300	1.165	108	Yes	12 @ 0.00	6/3	UNC/20	7	4	95	48

T.B.D. designates to be determined
UNC designates unlimited capacity
NA designates not applicable

Note: Washington (#8), Cleveland (#9) and St. Louis (#17) are beginning the franchise process. Sacramento (#21) extended an offer to Tribune-United but it was not accepted. Top 30 market cities not listed are already wired.

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S ✓66

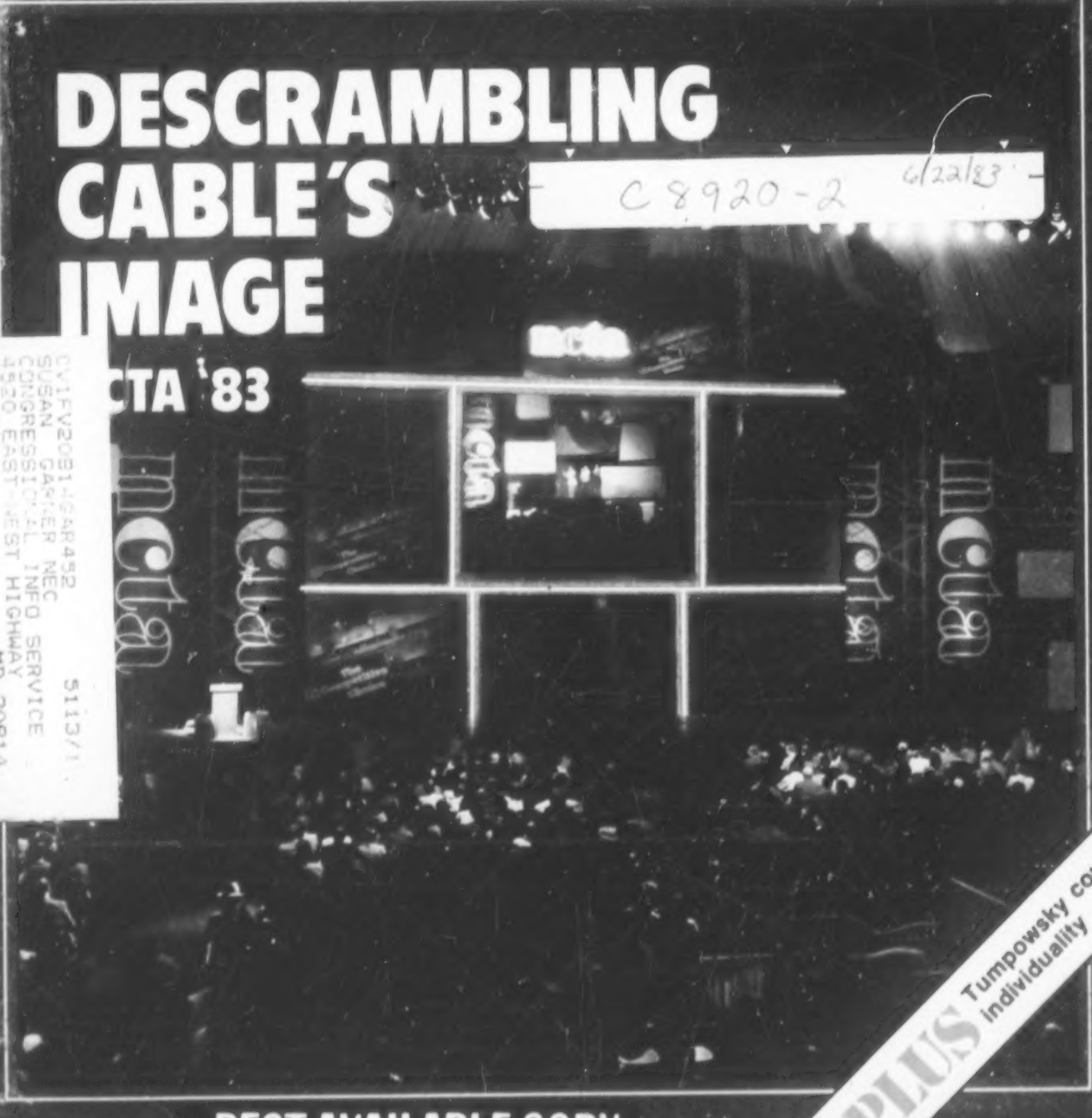
- U.S. Senate passes cable bill S. 66
- CHN and Daytime reveal merger plans
- Creech named president of information council
- Jerrold to buy Century III

CableVision

The news and features weekly of the cable television industry June 27, 1983 $3.00

DESCRAMBLING CABLE'S IMAGE

NCTA '83



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NCTA '83

Healthy attendance, modest deal-doing, marked the 32nd cable spectacular in Houston. **Leading the week, pages 15-20.**

S. 66 passes

A major victory for the industry, the compromise cable bill passed by a wide margin in the Senate. **Leading the week, pages 15-20.**

Hardware makes a splash

At the NCTA convention last week, hardware took on a glamorous profile. **Leading the week, pages 15-20.**

Hearst/ABC, Viacom merger

After weeks of speculation, the parent executives of Cable Health Network and Daytime confirmed that they reached an agreement to merge the two advertiser-supported, money losing services into one, as yet unnamed, "lifestyles" network. **Leading the week, pages 15-20.**

Cable info agency

As Dan Ritchie officially named Kathryn Creech to the presidency of the Consortium for Cable Information, he said, "If we do our job right," the effort could yield a 5 to 10 percent market penetration increase. **Leading the week, pages 15-20.**

More British pay TV

Three Hollywood film studios joined British cable to start a second new pay TV service for the U.K. **Leading the week, pages 15-20.**

HBO still confident

Home Box Office President Frank Biondi said Tri-Star is not in jeopardy as a result of the Justice Department decision. **Leading the week, pages 15-20.**

NCTA wrap-up

Amid a dazzling audio-visual spectacle, delivering music, fireworks and 35 screens of video, Cable '83 kicked off with top industry representatives urging the business to forge its position as the competitive choice for consumers. The NCTA leaders said cable's competitive challenges can be met through better consumer-oriented marketing and the regulatory equality offered by cable bill S. 66. **Page 26.**

ESPN to boost sub fee

With a 10-cent per sub monthly charge to some affiliate operators in effect for the past six months, the Entertainment and Sports Programming Network will boost that fee to 13 cents beginning next January. **Page 86.**

TM withdraws from Philly

Times Mirror has officially pulled out from the Area 1 franchise in Philadelphia, clearing the way for city officials to reopen the bidding process. **Page 88.**

Cable's first Clio champions

MTV and two agencies entered the advertising business record book as winners of the first Clio Awards for made-for-cable TV campaigns. **Page 94.**

About the cover

The 32nd annual NCTA convention kicked off with an eye-catching general session delivering music, fireworks and 35 screens of video. Photo by Rob Stuehrk.

This week in PLUS

Michael Yudin wants his company, Reeves Cable Productions, to be "the Aaron Spelling of the cable business." And so far he's not doing too badly. The division of Reeves Communications Corp. has launched seven series on four national services—and all seven projects are still going. . . . If cable's supposed to be different from broadcast, why's everybody trying the same things—like broadcast does? Ira Tumpowsky, vice president and group supervisor of communications services at Young & Rubicam, says he sees too many services acting like too many other services, when they all supposedly have individual personalities. Besides differentiating through programming, Tumpowsky says, services need to take a different marketing tack—approaching advertisers the way specialized magazines do. **Pages 47-70.**

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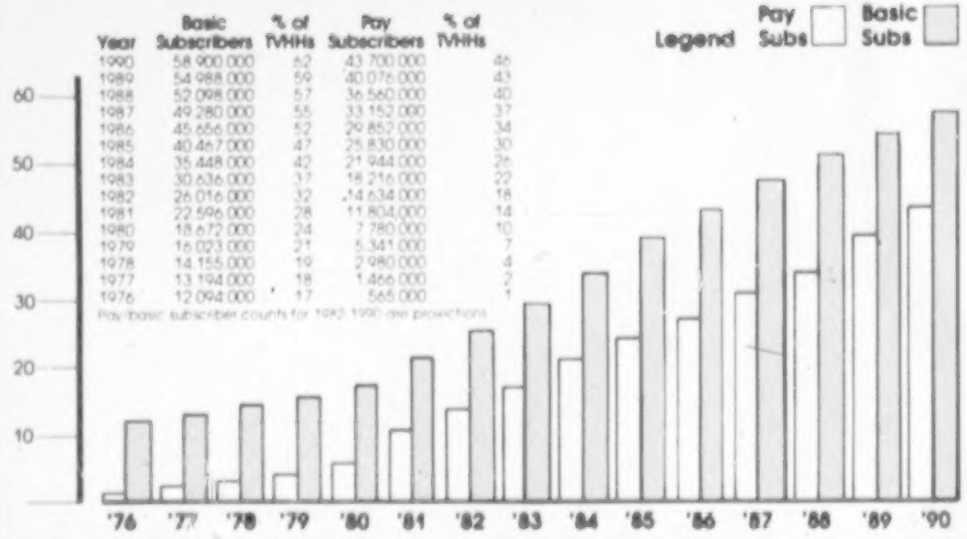
Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	26 016 000	32	14 634 000	18
1981	22 596 000	28	11 804,000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Figures are as of May 31, 1983

Film product comparison—June

Film	Pay Networks					Distributor
A Clockwork Orange			TMC			Warner Bros
A Dangerous Summer			TMC			Samuel Goldwyn Co
The Abominable Snowman of the Himalayas			TMC			20th Century-Fox
Across the Great Divide	(HBO)	(ST)		HTN		Simcom
The Affairs of Dobie Gillis		ST				MGM/UA
Alien			TMC*			20th Century-Fox
The Amazing Captain Nemo	HBO*					Warner Bros
An Eye for an Eye		(ST)			C	Wescom
And Now My Love					C	Castle Hill
And Your Name is Jonah					C	Worldvision
Angel of H.E.A.T.		ST				Carolco
The Asphyx			TMC*			Muller Media
Attack Force Z			TMC			Overseas Film Group
Author! Author!	HBO	ST	TMC	HTN		20th Century-Fox
Barbarella			(TMC)		C	Paramount
Barbary Coast		ST*				Samuel Goldwyn Co
The Barretts of Wimpole Street		ST*				MGM/UA
Becket			(TMC)		C	VCI
Beloved Enemy		ST				Samuel Goldwyn Co
The Betsy					C	Lorimar
Big Mo					C	Wescom
Bilitis: The Loves of a Young Woman					C	Atlantic
Bite the Bullet					C*	Columbia
Blood Beach			TMC			Viacom
The Boogens	HBO*,	(ST)	(TMC)			Sunn Classic/Taft
Breaking the Sound Barrier					C*	Alan Enterprises
Buddy Buddy	(HBO)	(ST)	(TMC)		C*	MGM/UA
Bugs Bunny's 3rd Movie 1001 Rabbit Tales	HBO	ST	TMC			Warner Bros
Casey's Shadow				(HTN)	C*	Columbia
The Catered Affair		ST*				MGM/UA
Caveman	HBO	(ST)	(TMC)			MGM/UA
Chandler					C*	MGM/UA
Chasing Horizons			TMC			Sanrio
Cheaper To Keep Her					C*	Paramount
Circle of Two					C	World Northal
Clash of the Titans		ST		HTN†	(C)	MGM/UA
Cloud Dancer		ST	TMC			Viacom
The Comeback					C	Columbia
Come Back to the Five and Dime, Jimmy Dean, Jimmy Dean		ST				Viacom
Come Have Coffee With Us					C	Castle Hill
Confessions of a Pop Performer					C*	Columbia
The Corn is Green	HBO					Warner Bros
Dangerous Davies The Last Detective					C	ITC
Danny				HTN		Wombat
Das Boot/The Boat					C	Columbia
Dead Men Don't Wear Plaid	HBO*	(ST)	(TMC)			Universal
Deadline				HTN		Worldvision
Deathtrap	HBO	ST	TMC	HTN		Warner Bros
Death Wish II	HBO				(C)	Orion
The Deep				HTN	C	Columbia
Distance					C	Atlantic
D.O.A.			TMC*			Corinth
Dog Day Afternoon	HBO					Warner Bros
The Elephant Man		(ST)	TMC			Paramount
The End of August			TMC			Quartet
Endless Love	HBO				(C)	PolyGram
Equus					C	MGM/UA
Eye of the Needle		ST*			(C)	MGM/UA
Falling in Love Again		(ST)	TMC			TPS
The Farmer Takes a Wife					C	20th Century-Fox
Fast Walking	HBO		TMC			Lorimar
Fighting Back		ST*	(TMC)			Paramount
For Your Eyes Only	(HBO)	(ST)	TMC*	(HTN)	(C)	MGM/UA
The French Woman		ST				Film Gallery
The French Lieutenant's Woman		(ST)			C*	MGM/UA
Gallipoli	(HBO)	(ST)	(TMC)	HTN*		Paramount
Gas		(ST)	TMC			Paramount
Gideon's Trumpet			(TMC)		C	Worldvision
Gizmo					C*	Film Gallery
The Great Adventure		ST				Simcom
Green Ice			TMC*	HTN*	C	Viacom
Gunn				HTN*		Paramount
History of the World Part I		ST	TMC		(C)	20th Century-Fox
The Honor Guard		ST†				Viacom
Hoodwink				TMC		Australian Film Office
The House Where Evil Dwells		ST	TMC			MGM/UA
The Howling		ST	TMC*		C	Wescom
If You Could See What I Hear	HBO	ST	TMC			Jensen Farley
Islands in the Stream				HTN		Paramount
Jackson County Jail					C*	New World
Jimmy The Kid	HBO					New World
Jonathan Livingston Seagull				HTN†		Paramount
Joy in The Morning		ST				MGM[illegible]
The Jungle Book			TMC			Corinth
The Kid from Brooklyn		ST*				Samuel Goldwyn Co
Lady Chatterley's Lover		ST*	(TMC)			Viacom
The Last Chase	HBO					Argosy
The Late Show			TMC*			Warner Bros
Let's Do It Again		(ST)		HTN		Warner Bros
Liar's Moon	(HBO)		(TMC)		C	Crown International
Lies My Father Told Me				HTN		Columbia
Lion of the Desert					C	Magnum
Little Miss Marker					C*	Universal
Little Mo	HBO*					Worldvision
The Loners					C	Electric Picture Co
Looker		ST		HTN		Warner Bros
Love at First Sight			TMC			Atlantic
Magnificent Yankee		ST				MGM/UA
The Man From Clover Grove		ST*				Lord Byron
Man of La Mancha			(TMC)	HTN*	(C)	MGM/UA
Missing	(HBO)	(ST)	TMC*	(HTN)		Universal
Mountain Family						

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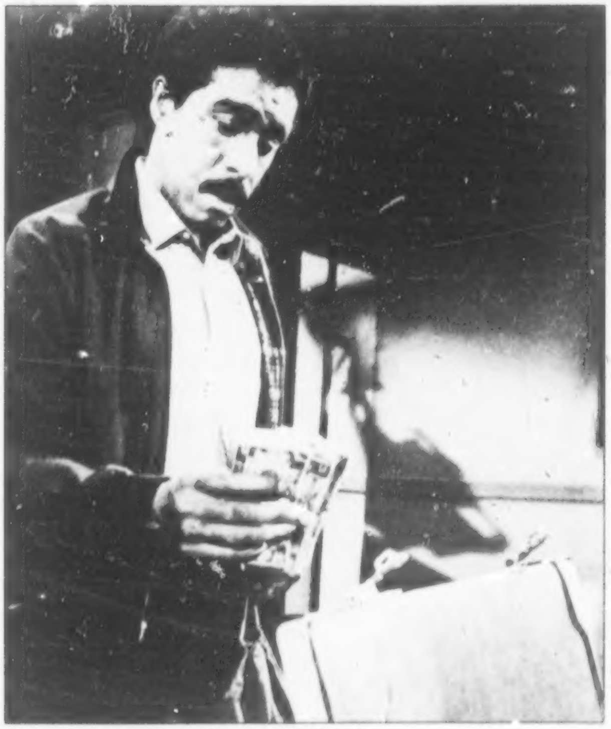
Cable stats

Film	Pay Networks					Distributor
Robinsof	HBO*	(ST)	(TMC)	(HTN)		Simcom
The Music Man	*	ST	(TMC)			Warner Bros
Nashville Girl					C	New World
The Next One			TMC			Wescom
The Octagon					C	ACG
Oh God!	HBO		TMC			Warner Bros
Oh, Heavenly Dog					C*	Mulberry Square
On Golden Pond	(HBO)				C*	AFD
Only When I Laugh	HBO				(C)	Columbia
The Optimists				HTN*		Paramount
Outcast of the Islands					C	Align Enterprises
Outlaw Blues			TMC			Warner Bros
The Outlaw Josey Wales	HBO	ST	(TMC)			Warner Bros
Pandemonium	(HBO)		TMC*			MGM/UA
Papillon		(ST)	TMC			Lorimar
Paradise	HBO*	(ST)	TMC*			Embassy
Partners	HBO*	(ST)	(TMC)			Paramount
The Pied Piper	*			HTN		Paramount
The Plutonium Incident					C*	HBO
Popeye	HBO		(TMC)			Paramount
Poltergeist	HBO	ST	TMC			MGM/UA
Raggedy Man	HBO*	ST	TMC	HTN*		Universal
Raw Deal					C	Electric Picture Co
Raw Force		ST				American Panavision
The Return of a Man Called Horse					C*	MG[illegible]
Rich And Famous		(ST)			C*	MGM/UA
Richard Pryor Live On the Sunset Strip	HBO*					Columbia
Runaway Island		ST				Grundy
Satan 3000	HBO		(TMC)			MGM/UA
The Salamander	(HBO)		(TMC)	HTN		AFD
Sea Wife					C	20th Century Fox
Silent Rage	HBO*				C	Columbia
Smokey and the Bandit			(TMC)		C*	Universal
S.O.B.		(ST)	TMC		C*	Lorimar
Some Kind of Hero	HBO	ST	TMC			Paramount
Spirit of the Wind				HTN		Atlantic
Star Wars	(HBO)	(ST)	(TMC)	HTN*		20th Century Fox
The Street Fighter			TMC			Film Gallery
Street Music			TMC			Specialty Films
Summer Holiday		ST				MGM/UA
Superman II	(HBO)	ST*	(TMC)	HTN*		Warner Bros
The Thing	HBO	ST	TMC			Universal
Tiger Bay					C*	Janus
Tim		*	TMC	(HTN)		Satori
Tip on a Dead Jockey		ST				MGM/UA
Tragedy of a Ridiculous Man		ST	TMC			Warner Bros
True Confessions					C*	MGM/UA
Two Weeks With Love		ST				MGM/UA
Under the Rainbow		(ST)	(TMC)	HTN*		Warner Bros
Up in Smoke		ST				Paramount
Venom		ST			C*	Film Finance
Victory	(HBO)			HTN*	(C)	Lorimar
Visiting Hours	HBO*	ST*	(TMC)			20th Century Fox
Waitress		ST	TMC			Troma
Who is Killing the Great Chefs of Europe?					C	Lorimar
Whose Life is it Anyway?	HBO*	(ST)	(TMC)		(C)	MGM/UA
Wolfen	HBO*	ST	(TMC)			Warner Bros
The Woman Next Door			TMC*			Cinema Signal
Wrong is Right	HBO					Columbia
Zoot Suit	HBO					Universal

Cable network legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax



Richard Pryor from 'Some Kind of Hero.'

- Networks in parentheses indicate carriage in January, February, March, April and/or May.

- An asterisk following a network indicates the film is a carry over from January, February, March, April and/or May.

- In total, 162 films appear on the June schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (January-June 1983), one film, "For Your Eyes Only," played on all five services. Ten films appeared on four of the five networks, 24 on three and 34 on two networks. Ninety-four films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 25, followed by Warner Bros. with 17 and Paramount with 16.

- "Poltergeist," the modern-day ghost drama directed by Tobe Hooper and produced by Steven Spielberg, lands on this month's program guide covers of Showtime, HBO/Cinemax and The Movie Channel. Also on the HBO/Cinemax cover: the Oscar-nominated war thriller "Das Boot/The Boat," coverage of Wimbledon '83 and a Dolly Parton special. Dolly is featured on the HBO guide cover. Al Pacino appears on the HTN Plus guide in a scene from the comedy-drama "Author! Author!"

Top 20 MSOs

Rank	Multiple system operator	Basic Subs
1	Tele-Communications Inc[1]	2,255,000 (12/82)
2	American Television and Communications Corp	2,198,000 (3/83)
3	Group W Cable	1,904,641
4	Cox Cable Communications Inc	1,376,788 (6/83)
5	Warner Amex Cable Communications Inc	1,300,000
6	Storer Cable Communications	1,228,977 (3/83)
7	Times Mirror Cable Television Inc	830,344
8	Rogers UA Cablesystems	755,429
9	Newhouse Broadcasting[2]	751,625 (6/83)
10	Continental Cablevision	664,000 (6/83)
11	Viacom Cablevision	650,289
12	United Cable Television Corp	596,076 (6/83)
13	Sammons Communications Inc	549,890 (6/83)
14	TeleCable Corp	360,091 (5/83)
15	Capital Cities Cable	314,283 (11/82)
16	General Electric Cablevision	314,000 (5/83)
17	Cablevision Systems Development	308,000
18	Comcast Cable Communications	304,000 (6/83)
19	Heritage Communications Group	288,699 (3/83)
20	Liberty Communications	263,317 (5/83)

[1] Number is a company estimate
[2] Includes MetroVision, NewChannels, Vision Cable

Top 20 systems

Rank	Location	Operator	Subscribers	
1	San Diego, Calif.	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	
3	Manhattan, N.Y.	ATC	174,475	(3/83)
4	San Antonio, Texas	Rogers UA	161,359	
5	Houston, Texas	Warner Amex	158,500	
6	West Orange, N.J.	Maclean Hunter	148,044	(3/83)
7	Wayne, N.J.	Rogers UA	119,941	
8	Tulsa, Okla.	United Cable	106,565	(6/83)
9	Audubon, N.J.	NYT Cable	105,332	(6/83)
10	Erie County, N.Y.	Prime Cable	100,287	(6/83)
11	Austin, Texas	ATC	97,425	(3/83)
12	San Jose, Calif.	Gill Industries	96,000	
13	Cincinnati, Ohio	Warner Amex	95,000	
14	Tidewater, Va.	Cox Cable	91,393	(12/82)
15	Baltimore County, Md.	Caltec Cable	90,153	(6/83)
16	Orlando, Fla.	ATC	86,700	(3/83)
17	Central Islip (L.I.), N.Y.	Viacom	86,606	
18	Seattle, Wash.	Group W Cable	85,907	
19	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
20	Toledo, Ohio	Buckeye Cablevision	81,009*	

* Number is an estimate
Note: Subscriber counts are as of 4/83 unless noted otherwise.

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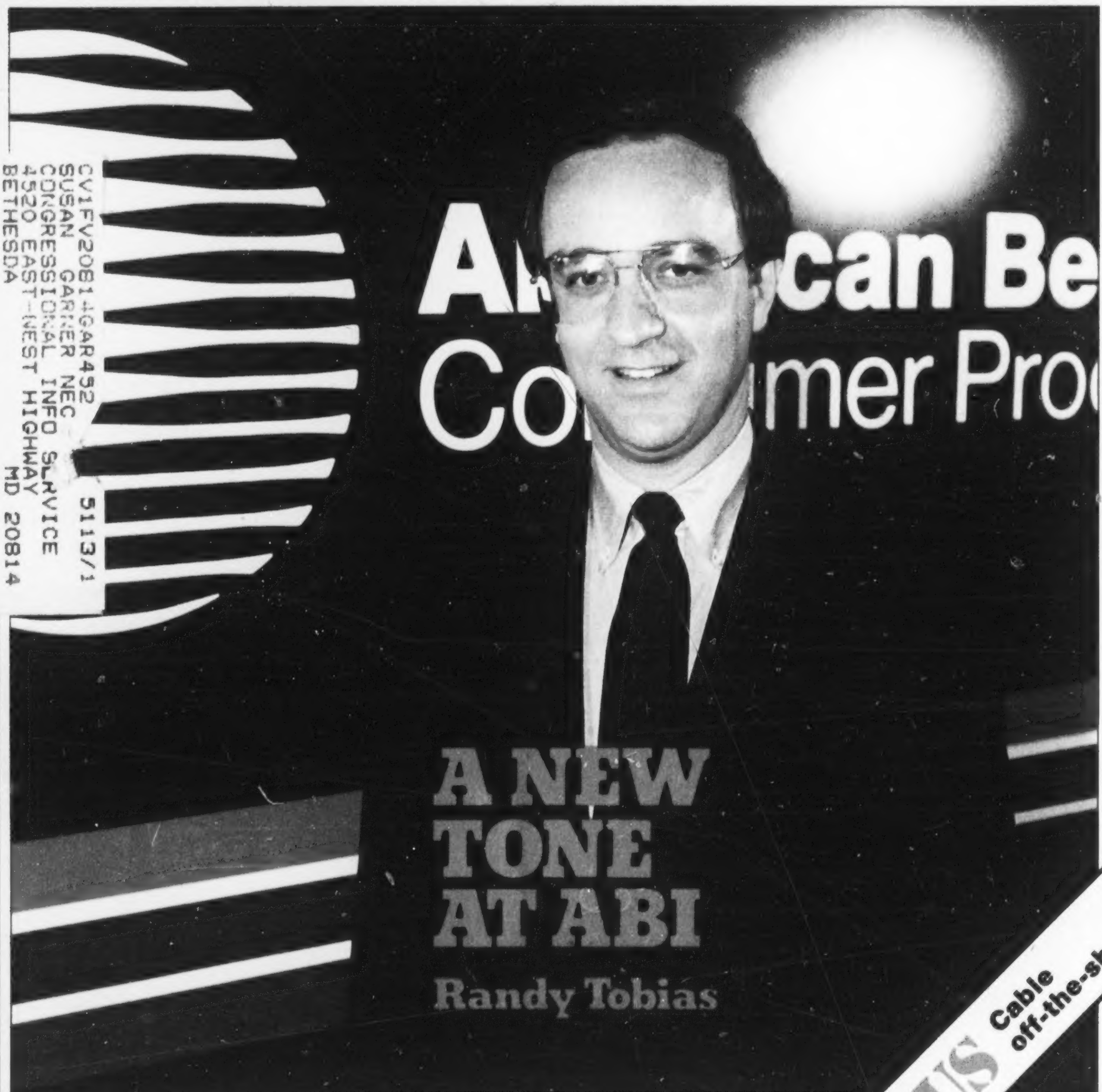
- Tentative settlement on NYC contracts
- HBO and Metromedia connect for post-pay
- Johnson slated to head CHN/Daytime combo
- Cable's stake in Videotex '83

CableVision

The news and features weekly of the cable television industry July 4, 1983 $3.00



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BETHESDA MD 20814

A NEW TONE AT ABI

Randy Tobias

PLUS Cable off-the-shelf

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NYC cos. come to terms

After some initial haggling over Teleport, New York City and the six cable companies set to wire the outer boroughs finally reach tentative agreement on contract terms. **Leading the week, pages 17-20.**

HBO: the 'fourth network'

HBO, Metromedia enter into deal that gives the broadcaster a post-pay window on HBO programming product, giving cable's pay leader a strong position in the "fourth network" broadcast market. **Leading the week, pages 17-20**

Cablevision vs. MPAA

The Cablevision Systems Development Co. and the Motion Picture Association of America are involved in a legal tussle over copyright royalty payments. Cablevision filed a motion for a declaratory ruling that its method of paying royalties is correct, which MPAA countered by accusing Cablevision of understating the amount it owes. **Leading the week, pages 17-20.**

Cable bill debate

As the House prepares to draft its version of cable bill S. 66, the House Telecommunications Subcommittee heard testimony on the leased access and data transmission issues. **Leading the week, pages 17-20.**

Viacom in the U.K.

Viacom World Wide, a subsidiary of Viacom International, maps plans for major involvement in programming and informational services over cable in the United Kingdom. **Leading the week, pages 17-20.**

HAVES' head named

Bruce Johnson, Cable Health Network president, is designated chief of the as yet unnamed network that should emerge from merger plans between CHN and Hearst/ABC's Daytime. In the meantime, Hearst/ABC's ARTS will be managed, but probably not owned, by the new joint venture that goes by the acronym HAVES. **Leading the week, pages 17-20.**

Nation gets cable briefing

Members of the Television Critic's Association attending Cable Day, a day-long cable industry symposium sponsored by Women In Cable, heard cable chiefs praise the programming process. **Page 24.**

NICK nickname noted

Warner Amex Satellite Entertainment children's channel officially adopted the shortened moniker as part of a plan to help the service attract older kid viewers. **Page 26.**

Videotex '83

This year's North American Videotex conference, sponsored by London OnLine, was held in New York with 60 companies exhibiting their wares. **Page 51.**

Waging war on cable thieves

More states are taking heed of the cable television industry theft-of-service problems by adopting laws to curb signal piracy and illegal equipment sales. **Page 56.**

About the cover

Randy Tobias, president of American Bell Consuer Products, is interviewed this week by Jeri Baker in *CableVision Plus*. Cover photo © Marty Katz/Outline Press.

Cable stores provide accessible hands-on experience.

This week in PLUS

Randy Tobias, president of American Bell Consumer Products, wants to educate his customers about the changes at AT&T. He also wants to sell them more phones—another phone in every household would be great, and two more would be even better. Tobias describes the realignment of his corporation and the ventures that Consumer Products will be involved in—both in and outside of the cable realm . . . Taking a cue from AT&T's Phone Center stores, cable is opening up its own retail outlets. Many of them are, as one marketer puts it, "fishing where the fish are," setting up shop in malls and shopping centers. Now you'll be able to pick up your converter on the way to the shoe shop or book store. The only cloud on the horizon is the fact that so many Phone Center stores are closing down. How will the cable stores avoid a similar fate? Pages 27-48.

Cable stats

National cable advertising

This chart lists national advertising sales by the basic cable networks during June 1983.

Network/client

ARTS
American Egg Board (R)
American Motors (R)
AT&T (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
H J Heinz (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (N)
Campbell Soup (R)
Carson Products (R)
Columbia Pictures (R)
Eastman Kodak (R)
HBO (R)
Interstate Van Lines (N)*
Kraft (R)
Mobil (R)
Paramount Pictures (N)
Pepsico (R)
Philip Morris (R)
Pro-Line (N)*
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
Wrigley's (R)

C-SPAN
Getty Oil (N)
Merrill Lynch (R)

CBN Cable Network
Allen Products (R)
Combe (R)
Globe Life & Accident Insurance (R)
Hanes (R)
Kubota Tractor (N)*
Minolta (N)
Richoh Electronics (N)*

Network/client
Sanyo (N)*
Seiko (N)
Sharp Electronics (N)
Sony (N)
Thomas J. Lipton (R)

Cable Health Network
American Cyanamid (R)
American Home Products (R)
Block Drug (R)
Chrysler (R)
Combe (R)
Florida Citrus Commission (R)
G.D. Searle (R)
General Foods (R)
General Motors (R)
K-Tel (R)
Kodak (R)
Lever Brothers (R)
Libby (R)
Miles Labs (R)
Norelco (R)
Philip Morris (R)
Procter & Gamble (R)
Warner Lambert (R)
Weight Watchers (R)

CNN
Canon (R)
Clorox (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Esmark (R)
General Foods (R)
J.C. Penney (R)
Lipton (R)
Norelco (R)
Ralston Purina (R)
Sears (R)
Warner Lambert (R)
Winn Dixie (R)
Wrigley's (R)

CNN Headline News'
Aloe (N)
Amway (R)
Bike (R)
Clorox (R)
Coca Cola (R)
Colonial Penn Insurance (R)
Dow Jones (R)
Dunlop (R)
Duracell (R)
Ford (R)
General Mills (R)
General Motors (R)
Ginsu (R)
Jeffrey Martin (R)
Lennox (R)
Phillips Petroleum (R)
Radio Shack (R)
Time Inc. (R)
Union Carbide (R)
Urban General (R)
Vitamix (R)
Wausau Insurance (R)
Weed Eater (R)
Winn Dixie (R)
Wrigley's (R)

Daytime
Allied Corp. (R)
American Home Products (R)
American Thread Co (R)
Bandai America (R)
Boehringer/Ingelheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)

Network/client
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News'
Hilton Hotels (R)
Standard & Pour's (N)
Waldorf-Astoria (R)

ESPN
Ace Hardware (R)
Activision (R)
Avis (R)
Banfi (R)
Berkshire Enterprises (R)
Bristol Meyers (R)
Burroughs (R)
Caravatt Communications (R)
Digital Equipment (N)
Dow Jones (R)
Epsom America (N)
Esquire Magazine (N)
Ford (R)
General Motors (R)
Hilton Hotels (R)
H.M. Stevens (N)*
Jet-X (N)*
Liberty Mutual (N)
MacGregor Golf Clubs (N)
McDonald's (R)
Michelin Tires (R)
Prince Tennis Rackets (R)
Pro Magazine (R)
Ralph Lauren (R)
Ram Gold Clubs (N)
Schieffer (R)
Seagram's (N)
Sorbo (N)*
Thompson Medical (R)
U.S. Tobacco (R)
Yamaha (N)

Financial News Network
Ace Hardware (N)
American Monetary Association (R)
Andrew Peck (R)
Argentex (N)
Aristocrat Inn (N)
Artmark Sculptures (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Clayton, Brown & Associates (N)
Commodities (R)
Dial Media (R)
Discount Plus Commodities (N)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
Fisher Stereo (R)
FXC (R)
G.E. Credit Corp. (N)
General Motors (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
Keystone Mines (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
Novation Corp. (R)
OTC Review (R)
Paulson Investment (R)
Penny Stock Journal (N)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Savings and Loan Association (R)
Standard and Poor's (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Tennis Magazine (R)
Technology Illustrated (R)
Ultimate Exercise (N)
United Business Services (R)
Value Line (N)
Wellington Financial (R)

Network/client
West Coast Metals (R)
William O'Neil (R)

MSN
Arkla (Family Gym Equipment) (N)
The Bradford Exchange (N)
General Foods (R)
MCP Pectin (R)
Norwegin-American Cruise Lines (R)
Scandinavian Airlines (R)
Schering (R)
Swedish Tour Board (R)
Volvo (R)
Worldbook/Childcraft (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Coca-Cola (R)
CPC International (R)
D-Con (N)
Ford (R)
General Foods (R)
Goodyear (R)
Hall's (R)
J.C. Penney (R)
McDonald's (R)
Pepsi-Cola (R)
Sears (R)
Sterling Drug (R)
Union Carbide (R)
U.S. Coast Guard (R)
Warner Communications (R)
Warner Lambert (R)

SPN
Allied Corp. (R)
American Photographer (R)
Astis Hotels (N)*
Best Western Hotels (R)
Bristol Myers (R)
Celanese Fabrics (R)
Conair (N)
Eastern Airlines (R)
Faberge (N)
Fritz & LaRue Oriental Rugs (R)
General Motors (R)
Gerber (R)
Grolsch Beer (R)
Heineken (R)
Hilton Hotels (N)
Hong Kong Tourist Association (R)
KIM Airlines (R)
Kahima Corp. (R)
Kikkoman (R)
Lee's Carpet (R)
Newsweek (R)
Nine Lives Cat Food (R)
Nippon Denson (R)
Norsk Hydro (R)
Northwest Orient Airlines (N)*
Norwegin-American Cruises (R)
Norwegin Salmon & Trout (R)
Paine Webber (N)
Paul Harrison (R)
Penn House Furniture (R)
Philip Morris (R)
Procter & Gamble (R)
Regent International Hotels (R)
Sagawa Express (R)
Savings & Loan Association (R)
Serol Hair (R)
Sheraton (R)
Singapore Airlines (R)
Tsingtao Beer (R)
TV Guide (R)
Weed Eater (R)

TeleFrance
Air France (R)
Chanel (R)
French Food and Wines (R)
Metropolitan Opera Guild (R)
Saturday Review (N)
TV Guide (N)
U.S. News & World Report (N)*
Yves St. Laurent (R)

USA Network
BMW (N)
CPC International (R)
Digital Equipment (N)
Epson America (N)
General Motors (R)
J.K. Sports (N)
Kikkoman (R)
Michelin (N)
Pabst Brewing (N)
Paul Masson (R)
Philip Morris (R)
Richardson Vicks (R)
Spalding (R)
Toyota (R)
Union Carbide (R)

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP) .	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers .	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable ..	58.1%

Figures are as of May 31, 1983

Cable stats

Network/client

Universal Pictures (R)
Volkswagen (R)
Warner Brothers (R)
Warner Communications (R)

The Weather Channel
Ace Hardware (R)
ANCO (wiper blades) (R)
American Motors (R)
California Tree Fruit (R)
Champion Spark Plugs (R)
Chevrolet (R)
Dupont (N)
Eastman Kodak (R)
Emerson Electric (R)
General Foods (R)
General Motors (R)
Hyatt Hotels (R)

Network/client

Lennox Industries (R)
Lipton (N)
Orkin (N)
Philip Morris (R)
Phillips Petroleum (R)
Prudential Bache (R)
Scott Paper (R)
Sears (Allstate Insurance) (N)
Shell (R)
3M (R)
United Airlines (R)
Whirlpool (R)

WTBS
Anheuser-Busch (R)
Canon (R)
Cheeseborough Ponds (R)
Coca-Cola (R)

Network/client

Esmark (R)
Life of Georgia Insurance (R)
M&M. Mars (R)
Michelin (R)
Miles Laboratories (R)
Nabisco (R)
Nestle (R)
Pillsbury (R)
Procter & Gamble (R)
S.C. Johnson (R)
Toyota (R)
Warner Lambert (R)
Wrigley's (R)

* New to network advertising
R denotes renewal client
N denotes new client

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 4/30	
ACSN: The Learning Channel	405	3,317,000	+9	
AP News Cable	445	4,700,000	NC	
ARTS (Hearst/ABC)	1,625	9,500,000	NC	
Black Entertainment Television (BET)	201	4,100,000	+10	
Cable Health Network (CHN)	1,067	10,870,089	+6	
Cable News Network (CNN)	3,409	19,992,000	+5	
CNN Headline News	498	4,051,000	+2	
C-SPAN America's Network	1,100	13,000,000	NC	(1/83)
CBN Cable Network	3,892	20,928,000	+7.6	
Daytime (Hearst/ABC)	671	9,200,000	NC	
Dow Jones Cable News	120	1,260,000	+1.3	
Electronic Program Guide (EPG)	75	1,109,464	NC	(12/82)
Entertainment and Sports Programming Network (ESPN)	5,928	22,710,000	+2.2	
Eternal Word Television Network (EWTN)	80	1,200,000	-1	
Financial News Network(FNN)	758	7,704,527	NC	(1/83)
Modern Satellite Network (MSN)[1]	471	7,584,890	NA	
Music Television (MTV)	1,650	13,500,000	+12.5	
The Nashville Network (TNN)	725	7,500,000	NC	
National Christian Network (NCN)	93	1,451,647	+2	
National Jewish Television (NJTV)	114	2,446,735	NC	(2/83)
Nickelodeon	2,625	12,750,000	+10	
PTL Satellite Network	725	7,500,000	NC	
Reuters Monitor Service	15	5,000	NC	(4/30)
Reuters News View	375	3,500,000	NC	(8/82)
Satellite News Channel (SNC)	557	5,700,000	NC	(3/83)
Satellite Programming Network (SPN)	386	5,757,450	+2.8	
SIN Television Network[2]	215	25,713,800	+7.1	
Trinity Broadcasting Network	248	2,937,000	+2	
UPI NewsCable	500	NA	NA	
USA Network	3,500	17,500,000	+2.94	
The Weather Channel	940	9,200,000	+10.8	
WGN	3,976	11,084,783	NC	(11/82)
WOR	811	4,784,335	+1.7	
WTBS	5,212	25,823,000	NC	
Satellite-fed basic audio services				
KKGO-FM	3	100,000	NC	
Lifestyle	127	1,066,400	NC	
Moody Bible	23	316,723	NC	
Satellite Radio Network	50	400	NC	
SCAN	12	108,000	+8	
Sunshine Entertainment Network	NA	NA	NA	
WFMT	168	912,997	NC	(12/82)
Satellite-fed pay services				
Bravo	90	125,000	+2.5	
Cinemax	1,800	2,500,000	+2.5	
The Disney Channel	627	200,000	+1	
EROS	22	200,000	NC	(2/83)
GalaVision	180	121,000	-3.2	
Home Box Office (HBO)	5,000	12,500,000	+8.6	
Home Theater Network Plus (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,600	2,400,000	+2.1	
The Playboy Channel	275	500,000	+19.4	
Selec TV[1]	55	259,000	+20	
Showtime	2,400	4,100,000	NC	
Spotlight	234	750,000	NC	
Regional entertainment services				
Atlanta Interfaith[3]	7	120,000	NA	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel	34	200,000	NC	
Buffalo Sabres Hockey	9	325,000	NC	
Festival-The Texas Cable Network	2	278,000	+15.3	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	NA	NA	NA	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	3	10,000	NC	(2/83)
Madison Square Garden	49	1,400,000	NC	(4/30)
Newsday Cable	1	190,000	NC	(4/30)
Off Track Betting (Upstate New York)	13	NA	NA	(3/30)
PRISM-Philadelphia	86	345,000	+1.8	
Sonics Superchannel	10	23,000	NC	(4/30)
SportsChannel (New England)	34	20,000	NC	(2/83)
SportsChannel (New York)	30	273,445	NC	(2/83)
SportsVision[4]	12	10,000	NA	
Video Music Channel	4	102,000	-7.2	
Z-Channel	16	88,664	-3.7	

Announced regional services	Expected launch
Box Seat	TBA
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Supersports Network	TBA
TeleScripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	TBA
The Channel Black	3rd quarter 1983
Christian Media Network	Relaunch TBA
Comedy Entertainment Network	
The Community Channel	TBA
Episcopal TV Network	TBA
Group W Cable Sports Network	TBA
Kidvid Network	1/84
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
The Pleasure Channel	9/15/83
Rock 24 (Lewmark Productions)	TBA
Satellite NewsChannel II	4th quarter 1983
The Silent Network	early fall 1983
Sitcom Channel	1st quarter 1985
Sunshine Cable	2nd quarter 1983
Video Concert Hall	TBA
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 5/30/83 unless otherwise indicated.
NA denotes not available
NC denotes no change
TBA denotes to be announced

[1] Recount of subscribers and/or affiliates
[2] Total SIN reach. Total Spanish-speaking households: 3,199,100
[3] Figures are company approximations
[4] Cable subscribers only; total homes receiving signal: 30,000

- Jockeying for position at Videotex '83
- Hughes' Galaxy I launch a success
- Is HBO making friends with DBS?
- Washington, D.C., issues draft of RFP

CableVision

The news and features weekly of the cable television industry July 11, 1983 $3.00

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Larry Boggs Award
JOHN C. MALONE
President and Chief Executive Officer
Tele-Communications, Inc.

Cable '83 PHOTO WRAP-UP

John C. Malone
with
Tom Wheeler

PLUS Is drama on the way out?

CableVision

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Kathryn Creech and Tom Wheeler.

Cablemania in Houston

From the opening kick-off, to the gala dinner-dance and presentation of NCTA's National Awards, the 32nd annual convention, held at the Astrodome, was hot, hectic and well worth it. **Page 46**.

Live from N.Y., Ted Turner

Turner Broadcasting chief Ted Turner roared into New York City last week, accusing *Playboy* magazine of "yellow journalism" in connection with its presentation of his second Playboy interview. Turner also acknowledged that a DBS deal involving his services is in the offing, with details probably to be announced "sooner rather than later." **Leading the week, pages 15-18**.

Nor-West wins St. Paul

Nor-West Cable Communications, a group of local investors, won out over MSOs Group W and Continental Cablevision in a City Council vote on the St. Paul market. **Leading the week, pages 15-18.**

Videotex '83 confab

Cable took somewhat of a back seat at last week's Videotex '83 in New York, but its future as a potential distribution mode for videotex, teletext and cable text services cannot be discounted. **Leading the week, pages 15-18**.

HBO's Central feed

HBO plans a Central Time Zone feed via Galaxy and—just maybe—a DBS/SMATV multinetwork service. **Leading the week, pages 15-18**.

Galaxy I launched

The Galaxy I satellite was successfully launched last week. The new bird, using a "shopping center" approach to transponder sales, will transmit programming from some of the best-known pay and basic programmers. **Leading the week, pages 15-18**.

The future of videotex

Panelists at Videotex '83 voiced the theme that videotex opportunities lie in direct mail marketing. **Page 35**.

Cable's role in videotex

Videotex equipment and distribution may be dominated now by computer companies and AT&T, as evidenced by last week's Videotex '83 conference, but industry players are looking at two-way cable for future distribution. **Page 38**..

FCC reduction takes effect

Most observers foresee few changes with five commissioners, but Jones' vacancy may delay controversial items. **Page 133**.

About the cover

During a dinner-dance and awards program concluding the NCTA's annual convention in Houston, John Malone, president and CEO of Telecommunications Inc. was presented the Larry Boggs Award. Photo by Rob Stuehrk.

O'Toole and Kidder in 'Pygmalion' on Showtime.

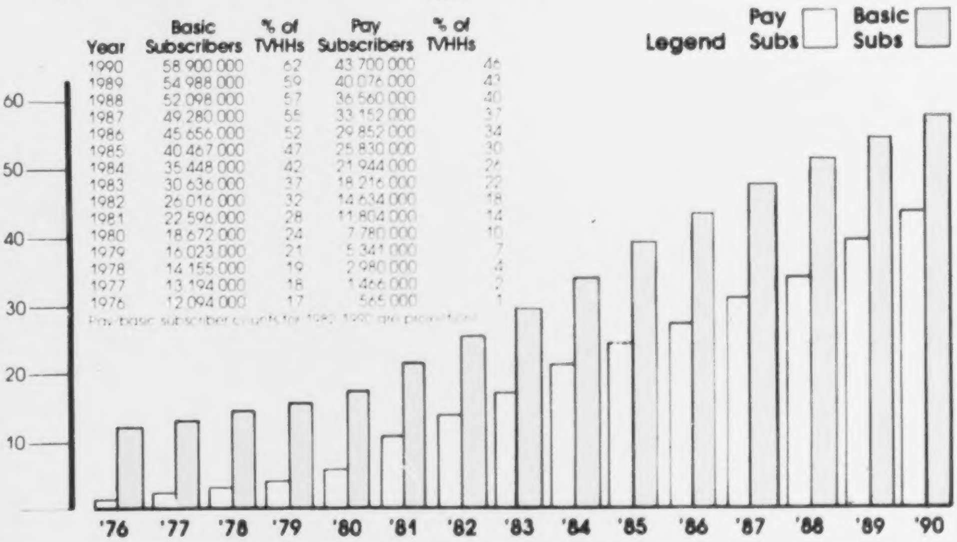
This week in PLUS

Where have all the theatrical productions gone? After a few not-too-successful attempts to put plays on cable, most services are quietly veering away from theater and turning to other things—like more movies. Producers argue that theater, done right, will work. . . An obscenity decision must always tread the precarious line between protection and censorship. And now a new term has come into play: "indecency." *CableVision Plus* looks at the current state of obscenity rulings and cases. Two suits are trying to protect viewers from adult fare, and another suit is protecting the viewer's right to receive it. Pages 75-98.

Cable stats

Source ICR, Cable Information Service

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	26 016 000	32	14 634 000	18
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Film product comparison—July

Film	Pay Networks					Distributor
A Dangerous Summer			TMC*			Samuel Goldwyn Co
A Doll's House				HTN*		Paramount
All The Marbles		ST			(C)	MGM/UA
The Amazing Captain Nemo	HBO*					Warner Bros
An Eye For An Eye		(ST)			C*	Wescom
And Now for Something Completely Different					C	Columbia
And Now My Love					C*	Castle Hill
Angel of H.E.A.T		(ST)			C	Carolco
Another Man Another Chance					C	MGM/UA
Arthur	HBO*		TMC	(HTN)		Warner Bros
Attack Force Z	HBO		(TMC)			Overseas Film Group
Author! Author!	HBO*	ST*	(TMC)	(HTN)		20th Century Fox
Baby Blue Marine					C	Columbia
Beach Girls		ST	TMC		C	Crown International
Beau Pere					C	Orion
Beloved Enemy		ST*				Samuel Goldwyn Co
The Betsy		ST			C*	Lorimar
The Bible				HTN	(C)	20th Century Fox
Big Mo					C*	Wescom
Big Wednesday				HTN		Warner Bros
Breaker Morant		(ST)			C	New World
Breakthrough	HBO			(HTN)		Worldvision
Budo					C	Orion
Bugs Bunny's 3rd Movie 1001 Rabbit Tales	(HBO)	ST*	(TMC)	HTN		Warner Bros
Carbine Williams		ST				MGM/UA
Cat People	HBO	(ST)	(TMC)			Universal
Challenge To Be Free	(HBO)	ST	(TMC)			Simcom
Circle of Two					C*	World Northal
Clash of the Titans	HBO	ST*	TMC	(HTN)	(C)	MGM/UA
Cloud Dancer		(ST)			C	Viacom
Coast to Coast			TMC			Paramount
Come Back to the Five And Dime, Jimmy Dean, Jimmy Dean		ST*				Viacom
The Confession				HTN		Paramount
Death Wish II	HBO*				(C)	Orion
Death Valley		ST				Universal
The Deep				(HTN)	C	Columbia
Double Exposure		ST	TMC			Crown International
East of Elephant Rock			TMC			Samuel Goldwyn Co
Emily		(ST)			C	Atlantic
Endless Summer			TMC			Pacific Arts
Escape from New York	(HBO)				C	Embassy
Eye of the Needle	HBO	(ST)	TMC		(C)	MGM/UA
The Farmer Takes a Wife					C*	20th Century-Fox
Fast Walking	(HBO)		TMC*			Lorimar
Fighting Back	HBO	(ST)	(TMC)			Paramount
Forbidden Zone			TMC			Samuel Goldwyn Co
The French Woman		ST*				Film Gallery
The French Lieutenant's Woman					C*	MGM/UA
Friday the 13th		ST	(TMC)			Paramount
Friday the 13th, Part II	HBO*		(TMC)			Paramount
Friday the 13th, Part III	HBO	ST	TMC			Paramount
Galaxy of Terror			TMC			New World
Gideon's Trumpet					C*	Worldvision
Girl in White		ST				MGM/UA

Film	Pay Networks					Distributor
The Girl Who Had Everything		ST				MGM/UA
The Girls On the Beach			TMC			Paramount
The Great Adventure		ST*				Simcom
Grease II	HBO	ST	TMC			Paramount
Green Ice			(TMC)	(HTN)	C*	Viacom
Guys and Dolls		ST			(C)	Samuel Goldwyn Co
Halls of Montezuma					C	20th Century Fox
Hamlet				HTN		Columbia
Hanky Panky	HBO			HTN	C	Columbia
The Happy Hooker		ST				Swank
The Happy Hooker Goes Hollywood		ST				Swank
The Happy Hooker Goes to Washington		ST				Swank
Haywire	HBO					Warner Bros
Heartbeeps		(ST)	TMC	HTN*		Universal
Hey Good Lookin			TMC			Warner Bros
The Hollywood Knights					C	Columbia
The Hounds of Notre Dame			TMC			Atlantic
The House Where Evil Dwells	HBO	ST*	TMC*			MGM/UA
Humongous	HBO					Embassy
Hurricane		(ST)			C	Samuel Goldwyn Co
If You Could See What I Hear	HBO*	ST*	(TMC)			Jensen Farley
Inglorious Bastards	HBO					HBO
Island of Adventure			TMC			Samuel Goldwyn Co
The Ivory Ape					C	Worldvision
Jabberwocky			(TMC)		C	Almi Group
Jimmy the Kid	HBO*					New World
The Jungle Book			TMC*	HTN		Corinth
Knightriders			TMC			United Film
Lady Oscar				HTN*		Sanrio
The Last Word			TMC		C	Samuel Goldwyn Co
Le Sex Shop					C	Castle Hill
The League of Gentlemen					C	Janus
Legend of the Wild		ST				Taft
Liar's Moon	(HBO)				C	Crown International
Lion of the Desert					C*	Magnum
Lookin' To Get Out	HBO		TMC			Lorimar
Love's Dark Ride					C	Worldvision
Lunch Wagon Jr		ST			(C)	Seymour Borde
Marco Polo Jr				HTN*		SMA Entertainment
Mary White			TMC			Hal Brown
Megaforce					C	HBO
Modern Problems	(HBO)			HTN		20th Century-Fox
Monty Python and the Holy Grail			(TMC)		C	Almi Group
Moonshine County Express					C	Viacom
The Music Lovers					C	MGM/UA
The Music Man		(ST)	TMC			Warner Bros
My Palikari				HTN		Thorn EMI
Neighbors	(HBO)				C	Columbia
Never Never Land			TMC	(HTN)	(C)	Thorn EMI
Nothing By Chance				HTN*		Corinth
The Octagon	HBO				(C)	ACG
Odyssey of the Pacific		ST	TMC			Universal
Oh, God!	HBO*		TMC*			Warner Bros
One On One			TMC			Warner Bros

Cable stats

Film	Pay Networks					Distributor
The Opposite Sex		ST				MGM/UA
Outland		ST	(TMC)	(HTN)		Warner Bros
Outlaw Blues			TMC*			Warner Bros
The Outlaw Josey Wales	(HBO)	(ST)	TMC*			Warner Bros
Over the Edge		(ST)	TMC			Warner Bros
Papillon		ST*	TMC*			Lorimar
Penitentiary II	HBO	ST*				MGM/UA
The Pirate Movie	HBO	ST	TMC			20th Century-Fox
Poltergeist	(HBO)	(ST)	TMC*			MGM/UA
Popeye	(HBO)	ST	(TMC)	(HTN)		Paramount
Prince of the City			TMC			Warner Bros
Private Lessons		ST				Universal
Ragtime	(HBO)				C	HBO
Raw Force		ST*				American Panavision
The Red Badge of Courage		ST			(C)	MGM/UA
Rocky III	HBO	ST	TMC	HTN	C	MGM/UA
Rollover	(HBO)		TMC*			Warner Bros
Ruckus	HBO		(TMC)	HTN*		Wrightwood
Runaway Island		ST*				Reg Grundy
Saturday the 14th			TMC			New World
The Scapegoat		ST*				MGM/UA
Sea Wife					C*	20th Century-Fox
The Secret Policeman's Other Ball		(ST)	(TMC)		C	20th Century-Fox
Sgt. Pepper's Lonely Hearts Club Band			TMC	(HTN)		Universal
Showboat		ST				MGM/UA
Sitting Ducks			TMC			United Film
Six Pack	HBO	ST	TMC	HTN		20th Century-Fox
Small Town Girl		ST*				MGM/UA
The Soldier	HBO		TMC			Embassy
Some Kind of Hero	(HBO)	(ST)	TMC*			Paramount
Spetters		ST				Samuel Goldwyn Co
Squeeze Play		ST				Troma
Star Wars	(HBO)	(ST)	TMC*	(HTN)		20th Century-Fox
Strange Behavior		ST				WW Entertainment
Student Bodies		(ST)	TMC			Paramount
Summer Lovers		ST	TMC			Orion
Superman II	HBO*	(ST)		(HTN)		Warner Bros
Taps	(HBO)			HTN		20th Century-Fox
Tarzan. The Ape Man	HBO	(ST)	(TMC)			MGM/UA
The Thing	HBO*	(ST)	TMC*			Universal
This Time Forever				HTN		Thorn EMI
Time After Time			TMC			Warner Bros
Tip On a Dead Jockey		ST*				MGM/UA
The Ultimate Warrior		ST			(C)	Warner Bros
Under the Rainbow	HBO		(TMC)	(HTN)		Warner Bros
Unholy Garden		ST				Samuel Goldwyn Co
Venom		ST*	TMC		(C)	Film Finance
Victory	HBO	ST	TMC*	(HTN)	(C)	Lorimar
Waltz Across Texas			TMC			Atlantic
The White Lions	HBO					Alan Enterprises
Wrong Is Wright	HBO*					Columbia
Yankee Doodle Dandy				HTN	C	MGM/UA
Zapped	HBO	ST	TMC			Embassy
Zoot Suit	HBO*		TMC			Universal

Cable Network Legend

HBO—Home Box Office

ST—Showtime

TMC—The Movie Channel

HTN—HTN Plus

C—Cinemax

Sylvester Stallone and Buirgess Meredith in 'Rocky III.'

- Networks in parentheses indicate carriage in February, March, April, May and/or June

- As asterisk following a network indicates the film is a carry-over from February, March, April, May and/or June

- In total, 162 films appear on the July schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (February-July 1983), three films—"Clash of the Titans," "Rocky III" and "Victory"—played on all five services. Six films appeared on four of the five networks, 26 of three and 46 on two networks. Eighty-one films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 21, followed by Warner Bros. with 19 and Paramount with 12.

- "Rocky III," featuring Sylvester Stallone, Mr. T and the hit theme "Eye of the Tiger," lands a cover shot this month on the program guides of HBO, Showtime, TMC and HBO/Cinemax. Kenny Rogers and "Six Pack," his movie from last summer, scored a CKO (cover knockout) over "Rocky" on HTN Plus' guide. Also featured on the HBO/Cinemax guide: "Hanky Panky" and specials from Billy Joel and The Who. The July Showtime cover includes shots of Diana Ross, "Pygmalion" and new episodes of "The Paper Chase" and "Faerie Tale Theater."

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	2,255,000 (12/82)
2	American Television and Communications Corp	2,198,000 (3/83)
3	Group W Cable	1,904,641
4	Cox Cable Communications Inc	1,376,788 (6/83)
5	Warner Amex Cable Communications Inc	1,300,000
6	Storer Cable Communications	1,228,977 (3/83)
7	Times Mirror Cable Television Inc	830,344
8	Rogers UA Cablesystems	755,429
9	Newhouse Broadcasting[2]	751,625 (6/83)
10	Continental Cablevision	664,000 (6/83)
11	Viacom Cablevision	650,289
12	United Cable Television Corp	596,076 (6/83)
13	Sammons Communications Inc	549,890 (6/83)
14	TeleCable Corp	360,091 (6/83)
15	Capital Cities Cable	314,283 (11/82)
16	General Electric Cablevision	314,000 (6/83)
17	Cablevision Systems Development	308,000
18	Comcast Cable Communications	304,000 (6/83)
19	Heritage Communications Group	288,699 (3/83)
20	Liberty Communications	263,317 (5/83)

[1] Number is a company estimate

[2] Includes MetroVision, NewChannels, Vision Cable

Subscriber counts are as of 4/83 unless noted otherwise

Source: ICR, Cable Information Service

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y	Cablevision Systems	192,000	
3	Houston, Texas	Warner Amex	182,600	(6/83)
4	Manhattan, N.Y	ATC	174,475	(3/83)
5	San Antonio, Texas	Rogers UA	161,359	
6	West Orange, N.J	Maclean Hunter	148,044	(3/83)
7	Wayne, N.J	Rogers UA	119,941	
8	Tulsa, Okla	United Cable	106,565	(6/83)
9	Audubon, N.J	NYT Cable	105,332	(6/83)
10	Erie County, N.Y	Prime Cable	100,287	(6/83)
11	Rochester, N.Y[1]	ATC	100,000	(6/83)
12	Austin, Texas	ATC	97,425	(3/83)
13	San Jose, Calif	Gill Industries	96,000	
14	Cincinnati, Ohio	Warner Amex	95,000	
15	Tidewater, Va	Cox Cable	91,393	(12/82)
16	Baltimore County, Md	Caltec Cable	90,153	(6/83)
17	Orlando, Fla[1]	ATC	86,700	(3/83)
18	Central Islip (L.I.), N.Y	Viacom	86,606	
19	Seattle, Wash	Group W Cable	85,907	
20	Memphis, Tenn	ATC	85,025	(3/83)

[1] Number is an estimate

Subscriber counts are as of 4/83 unless noted otherwise

Source: ICR, Cable Information Service

THE NASHVILLE NETWORK

- Gaylord to acquire Nashville Net in Opryland deal
- Common carrier issue debated in FCC filings
- Little change for pay in new SAG pact
- Cable looks to 1988 Olympic games

CableVision

The news and features weekly of the cable television industry July 18, 1983 $3.00

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VP Brenda Fox
general counsel
NCTA

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CableVision
July 18, 1983. Volume 8, Number 45

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D.C. pitches its RFP

The Washington, D.C., Cable Television Design Commission officially submitted its draft RFP for consideration by the City Council. The council approved several amendments to its cable law, some of which were adopted in hopes of enticing companies to bid. **Leading the week, pages 16-19.**

Court wants 'Betamax' replay

The U.S. Supreme Court said it will hear oral arguments again next term on the question of whether the use of home video recorders violates copyright law. **Leading the week, pages 16-19.**

TNN expecting no changes

Officials at The Nashville Network expect no changes to result from the acquisition of its parent company by Gaylord Broadcasting, whose activities range from station ownership to syndicating *Hee Haw* and co-producing two HBO made-for-pay movies. **Leading the week, pages 16-19.**

Hayes drops Sports Net hints

More hints on what's in the works for The Sports Network were dropped by GWSC President Jonathan Hayes in a New York appearance last week. Among the items—no plans to bring a TSN franchise into the area. **Leading the week, pages 16-19.**

SAG, producers agreement

The Screen Actors Guild came to an agreement with Hollywood producers last week on the terms for another three-year contract. But only one of four pay TV demands made by the union wound up in the final pact. **Leading the week, pages 16-19.**

Sacramento orders new bids

United-Tribune formally ended its bid to acquire the Sacramento, Calif., franchise last week, when the city voted to begin anew the bidding process. An earlier attempt to form a consortium between other companies also proved unworkable. **Leading the week, pages 16-19.**

Getting jump on '88 Olympics

Cable executives are talking with Olympic organizers, but holding off on the decision to bid or not to bid. **Page 21.**

Satnet acquires Black Tie

Black Tie Network, which considers itself a pioneer in PPV, says the acquisition will allow it to concentrate on distribution and marketing of events. **Page 24.**

J.C. Penney cooks on CBN

Retail chain develops and co-sponsors 13-week microwave cooking show, *Make It Easy, Make It Microwave*. **Page 51.**

MTV ads to air

Thirty-second spots by famous musicians urge viewers to call operators and say, "I want my MTV." **Page 51.**

U.K. primed for cable

Existence of current licensing fee for BBC service paves way for acclimating viewers to buy cable. **Page 53.**

S-A forecast rosy

Based on success of the model 8500 set-top converters, analysts predict company to break even in fiscal 1983. **Page 53.**

Common carrier issue argued

Cable industry asks FCC to overturn Nebraska PSC's ruling that Cox Cable's enhanced two-way services must be regulated as common carrier offerings; telcos voice opposition. **Page 58.**

Cable, SMATV at odds

Earth Satellite Communications seeks pre-emption of state and local regulation; cable disagrees. **Page 58.**

About the cover

Brenda Fox, vice president and general counsel for NCTA is interviewed this week in *CableVision Plus*. Cover photo by Craig Leddy.

This week in PLUS

S.66 has overshadowed all other legal goings-on this spring, but that doesn't mean the NCTA hasn't been busy. Brenda Fox, vice president and general counsel for NCTA, spoke with *CableVision Plus* and outlined the other regulatory issues facing the industry today, including cable's relationship with the phone companies and with competitors such as SMATV, the CRT's latest decision, leased access and must-carry rules . . . Perfecting through practice is the theory behind Viacom Cablevision of Long Island's role-playing exercises. Territory reps take turns playing customers and sales people, and the results have been good: increased sales. As David Fox, marketing director, puts it, "The only real investment here is time, and so far it's been a worthwhile investment." **Pages 27-51.**

Franchising calendar

This chart examines the franchise status of communities from the beginning of 1983. Pending refers to communities that are in the franchising process but have not yet made an award.

Arizona
Apache Junction—consultant chosen, expect RFP issuance 12/83 (8,000 homes)

California
Claremont—award expected 8/83 (9,800 homes)
Commerce—RFP issued, proposals due 7/29/83
Costa Mesa—deadline for proposals 7/29/83
Cudahy—proposals due 7/26/83
Duarte—RFP issued, proposals due 7/25/83
East San Fernando Valley—proposals received from Valley Cable and United Cable, award expected 7/83 (166,000 homes)
East Yolo—developing ordinance, RFP expected 9/83
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes)
Lomita—preliminary award to Colony Communications, final award expected 8/83 (8,137 homes)
Los Altos—expect RFP to be issued 8/83
Los Angeles (South Central Region)—final negotiations with Community Cable Entertainment Services System (180,000 homes)
Norco—negotiations with Falcon Cable of Riverside, award expected 8/83 (6,300 homes)
Palo Alto—expect to issue RFP by 7/83 (22,000 homes)
Pasadena—final award to Falcon 5/19/83
Pico Rivera—California Cablevision contesting referendum denying them franchise
Placentia—award expected 9/83 (12,000 homes)
San Fernando—final agreement signed with Valley Cable 1/83
San Gabriel—Falcon Communications sole bidder (11,600 homes)
South Monrovia—final award to Falcon Communications expected 8/83 (5,450 homes)
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83
South Whittier—award to United Cable 1/83 (1,700 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 7/83 (43,000 homes)
Tulare County (including Terra Bella, Strathmore, Plainview, Poplar, Valley Furniture, Lucol and Woodville)—final award to Falcon Cable TV 2/83 (3,000 homes)
West Covina—award expected 10/83, proposals received from Falcon Cable and United Cable (28,000 homes)

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard), ratified 2/22/83 (4,000 homes)
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut and 3) Eastern Connecticut Cable Television Inc.; award expected 9/83

District of Columbia
Draft of RFP completed 6/83, RFP issuance (pending approval of District Council) expected 1983

Florida
Tierra Verde—preliminary award to Centel, final award expected by 8/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected summer 1983
Countryside—preliminary award to Cablevision of Chicago (2,200 homes)
Downer's Grove, Darien—negotiating with Continental Cablevision, award expected 7/83 (6,430 homes)
Elmwood Park—RFP expected 7/83 (9,500 homes)
Glen Ellyn (DuPage County areas)—award to Group W expected 7/83 (3,300 homes)
Harwood Heights—negotiating with Metrovision and Cablevision of Chicago, award expected by 8/83
Joy—award to Star Communications of Springfield 5/83 (220 homes)
Lisle—negotiating with Multimedia, award expected 7/83 (3,300 homes)
Naperville—final award to Centel expected 7/83 (17,500 homes)
St. Charles, Geneva—negotiating with Centel, award expected 7/83 (10,000 homes)
South Holland—award to Multimedia 3/15/83 (7,400 homes)
Villa Park—negotiating with Multimedia, award expected 7/83 (7,100 homes)
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes)
Wheaton—proposals received from Group W and Centel
Winnetka—decision to have cable has been postponed
Woodbridge—negotiating with Cablevision of Chicago, award expected 7/83 (260 homes)

Indiana
DeMotte—proposals received from Northwestern Indiana Cablevision and Telecom Services (800 homes)
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes)
Colo—final award to Oak Cable systems on 3/7/83 (330 homes)
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Morning Sun—award expected 7/83 (360 homes)
Preston—proposals received from Preston Area Cablevision and Tele-National Communications, award expected by 6/83 (430 homes)

Kentucky
Danville—Communications System and R.V. Cablevision under consideration, award expected 7/27/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83
Greenville, Central City, Muhlenburg County—beginning negotiations with TCI (13,000 homes)
Harlan County—RFP issued, deadline for proposals 7/14/83 (40,000 homes)
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83
Wingo—award to Galaxy Cablevision 2/83 (300 homes)

Maine
Harpswell—final award to Video Vision expected 7/83 (2,800 homes)
Hermon—preliminary award to Maine Cable Co. (1,062 homes)

Maryland
Baltimore—preliminary award to Caltec Cablevision revoked by City Council 6/18/83, re-starting selection process (302,000 homes)
Bowie—award to Storer Cable 1/83 (11,000 homes)
Carroll County—RFP issued, deadline for proposals 7/1/83 (30,000 homes)
Chestertown—award to CATV General 2/83 (1,800 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes)
Ashland—award expected 7/83 (3,082 homes)
Belchertown—pending
Belmont—exploring municipal ownership of cable
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes)
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes)
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Dedham—preliminary award to Bay Cable TV
East Bridgewater—preliminary award to Campbell Communications 4/83
Easton—preliminary award to Continental Cablevision 6/83
Hamilton and Wenham—proposals submitted by Continental Cablevision, Rollins and Prestige Cable TV (7,300 homes)
Hanson—award to Continental Cablevision 3/22/82
Hingham—American Cablesystems is sole bidder (6,323 homes)
Holbrook—franchise awarded to Continental Cablevision 1/20/83 (3,100 homes)
Holliston—proposals received from Adams Russell, Cablevision Industries, United Video, Prestige Cable and Community Cablevision, award expected 9/83 (3,922 homes)
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes)
Hull—award to American Cablesystems 1/10/83 (4,800 homes)
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes)
Lincoln—RFP issued, proposals due 8/1/83
Marblehead—drafting RFP
Medfield—RFP issued, proposals due 9/15/83
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Mendon—re-starting franchise process (1,200 homes)
Nahant—pending, Warner Amex sole bidder (1,433 homes)
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Northborough—award to Greater Media 1/10/83 (3,334 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—working on financing so final license can be issued
Pepperell—award pending, proposals received from Adams Russell, Nashoba Communications, Pepperell Cablevision and United Cablevision (2,800 homes)
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (7,000 homes)
Sharon—award to Cablevision Industries 1/27/83
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Sterling—restarting franchise process in fall 1983
Stoughton—award to Continental Cablevision 2/83
Sudbury—award to Adams Russell 7/23/83 (4,200 homes)
Townsend—proposals received from Adams Russell, Northeast Communications, United Cablevision, Pepperell Cable and Nashoba Communications, amended proposals due 8/8/83 (2,306 homes)
Upton—RFP issued, proposals due 6/20/83 (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision 6/83 (5,676 homes)
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)
Wayland—RFP issued, proposals due 7/1/83 (3,500 homes)
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes)
Westborough—award to Greater Media 1/18/83
West Bridgewater—award expected fall 1983, proposals received from Campbell Communications and Continental Cablevision (2,000 homes)
pending
Westminster—Adams-Russell submitted only proposal (1,000 homes)
Westport—award expected 7/83, proposals received from Westport Cable Television and United Cablevision Funding (5,500 homes)

Michigan
Bloomfield Township, Bloomfield Hills—preliminary award to Booth Communications expected 7/1/83 (15,000 homes)
Clarkston—final award to Multi Cablevision 3/29/83 (7,200 homes)
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes)
Detroit—award expected by 8/83 (471,000 homes)
Livonia—final award to Metrovision on 6/13/83 (33,000 homes)
Marquette—final award to Marquette Cablevision 11/82 (7,000 homes)
Monroe—City Council awarded franchise to Communication and Cablevision Inc. to compete with existing franchised cable system, Monroe Cablevision
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes)
Romeo—final award to Harron 6/83 (1,000 homes)
West Bloomfield, Keego Harbor, Orchard Lake, Sylvia Lake—received three bids, Bloomfield Communications, Greater Media and Continental Communications, award expected 8/83 (16,437 homes)
West Oakland County Cable Group (Milford Village, Walled Lake, Wixom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—proposals received from Com-Star, Greater Media and Associates of Bloomfield, award expected 7/83 (32,000 homes)
Westland—RFP issued 7/4/83, proposals due 9/6/83 (29,000 homes)

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder, award expected 7/83 (12,664 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—CSI withdrew its bid, award expected 8/83 (2,568 homes)
Belle Plaine, Le Center, Le Sueur, Lonsdale, Montgomery, New Prague—expect RFP to be issued 8/83 (5,227 homes)
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—preliminary award to Group W 6/83, final award expected 7/8/83 (27,191 homes)
Burnsville, Eagan—preliminary award to Group W 5/83, final award expected 7/8/83 (12,849 homes)
Chanhassen—assessment not yet complete (2,285 homes)
Dodge Center—preliminary award to Dowden 5/83, final award expected 7/8/83 (700 homes)
Eagan—see Burnsville
Forest Lake, Forest Lake Twp., Columbus Twp., Scandia Twp.—award expected 7/83 (5,617 homes)
Grand Marais—award expected 7/83
Janesville—preliminary award to Dowden 6/83, final award expected 7/8/83 (700 homes)
Maple Plain—beginning process (481 homes)
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—RFP issued, proposals due 7/12/83 (11,582 homes)
Mound—award to Dowden 3/22/83 (3,600 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award expected 8/83
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes)
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82
Prior Lake—award to Communication Systems Inc. 4/11/83 (2,560 homes)
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes)
St. James—award to Dowden 5/83 (1,820 homes)
St. Paul—final award to Nor-West 6/31/83 (111,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—preliminary award to

Cable stats

Telephone and Data Systems 6/83, final award expected 7/8/83 (6,000 homes)
Waconia—beginning process (1,024 homes)
Watertown—beginning process (700 homes)
Wayzata—proposals from Dowden and CSI, award expected 8/83 1,800 homes)
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—no bids received, re-starting process (24,032 homes)
Windom—preparing RFP (1,600 homes)

Missouri
Crocker—award to Comm Management 12/82 (450 homes)
Forsyth—award to Ozark Summit Cable 11/82
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83
Higbee—award to Comm Management 1/83 (330 homes)
Iberia—award to Comm Management 10/82 (325 homes)
Lancaster—award to Multi Com 1/83 (460 homes)
St. Louis—bids received from Archway Cablevision, St. Louis City Communications and STL Cablevision Partners, proposals under review (178,000 homes)

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes)

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83

New Hampshire
Atkinson—final award to Harron expected by 8/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—soliciting proposals for an additional non-exclusive franchise
Pelham—RFP issued 5/1/83, deadline for proposals 8/1/83 (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Windham—awarded to Harron Communications 5/83 (2,000 homes)
Wolfeboro—proposals received from Cablevision, Community TV, Maine Cable and Premium TV, award expected 7/6/83 (833 homes)

New Jersey
Boonton Township—award to Sammons Communications 1/29/83 (3,600 homes)
Jersey City—halt on issuance of RFP pending resolution of legal action
Patterson—award expected by 10/83

New York
Beekman—deadline for proposals extended until 8/31/83 (2,100 homes)
Cherry Valley—final award to Schoharie 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
Mayville, Chautauqua, Westfield, Ripley—preliminary award to US Cable 3/22/83, final award expected by 8/83 (5,430 homes)
Mt. Upton—NewChannels has applied for non-exclusive franchise, award expected 1/84
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services, award expected 7/83 (1,100 homes)
Norwich—NewChannels has applied for non-exclusive franchise, award expected 8/83 (100 homes)
Pomfret—awarded to Harbor Vue Cable TV of Dunkirk (Adelphia) 2/83 (138 homes)
Portland—negotiating with Tribune Cable, final award expected 7/14/83
Union Vale—proposal deadline extended to 6/30/83
Westfield—award to US Cable 11/82 (1,400 homes)

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes)
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes)
Jackson—expect to issue RFP 7/83 (400 homes)
Pamlico County—expect to issue RFP by 8/83 (4,000 homes)

North Dakota
Minto—final award to Vuecom Inc. 1/83 (150 homes)

Ohio
Arcadia—award to Continental Cablevision 1/83 (300 homes)
Ashley—award to ACT Cable 1/83 (420 homes)
Batavia Township—proposals received from Cable Management, So Comm, Highland Cable and Warner Amex, award expected 7/83 (4,000 homes)
Bethel—preliminary award to Cable Management Group, final award expected 8/83
Brooklyn—municipal ownership under consideration (4,000 homes)
Cadiz—final award to URR Cable TV 1/10/83
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes)
Lordstown—award expected by 9/83 (800 homes)
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes)
Newburgh Heights—award to Space Cable of Ohio 4/83 (1,800 homes)
Quincy—negotiating with Cable Management (250 homes)
Racine—final award to Telenational Communications 5/2/83
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc.
Canby—final award to Canby Cablevision 5/83 (2,500 homes)
Cottage Grove—expect to issue RFP by 8/83 (2,500 homes)
Dunthrope—preliminary award to Liberty Communications 6/83 (600 homes)
East Multnomah County—final award to Rogers UA Cablesystems, 4/7/83 (80,000 homes)
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes)
Sylvan, West Hills,—only proposal from Liberty Communications (600 homes)

Pennsylvania
Franklin Twp.—proposal from Scatcom Cable under review
Paradise Twp.—preliminary award to Harron Cable TV (6/83)
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—RFP issued 6/20/83, proposals due 9/22/83; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83
Rice Township—final award to CATV of Hazelton 11/82
S. Versailles Township—final award to Harron 4/83 (200 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—final award subject to resolution of pending lawsuit (29,500 homes)

Tennessee
Brentwood—award to Metro Cablevision 2/14/83
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes)
Mosheim—award to Mosheim Cablevision 2/83 (500 homes)
Whiteville—award to Tri-County Cable TV 11/82 (400 homes)

Texas
Azle—expect to issue RFP 7/83 (2,900 homes)
Joshua—franchise awarded to Alencom 4/83 (610 homes)
Plano—expect award to TeleCable by 8/83 (25,000 homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia
Berryville, Clarke County—RFP issued, proposals due 9/2/83
Dinwiddie County—Crater General Communications submitted only proposal, award expected 7/83
Fairfax City—award to Media General 6/14/83 (6,500 homes)
Goochland County—award to Continental Cablevision 2/83
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes)
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)
Manassas—beginning feasibility study (5,510 homes)
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes)
Suffolk—RFP issued, proposals due 10/5/83 (16,697 homes)

Washington
Battle Ground—Cox submitted proposal, award expected 8/83 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected 7/83 (5,000 homes)
Hartline—final award to Broadcast Services Inc. 3/83
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes)
Naches, Gleed and parts of Yakima County—final award to Satellite Communications Systems 2/83 (1,000 homes)

Wisconsin
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes)
Hixton—award to Western Wisconsin Communications Cooperative 2/83 (150 homes)
Hudson, North Hudson, River Falls—preliminary award to Telephone and Data Systems, final award expected by 8/83
Hustisford—award expected 8/83 (350 homes)
Johnson Creek—RFP issued, proposals due 7/11/83 (400 homes)
Kenosha—final award to Total TV expected 7/5/83 (29,500 homes)
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)
Spring Green, Spring Green Twp., Plain, Arena, Lone Rock—preliminary award to Kaultronics, final award by 8/83 (1,750 homes)
Waterford—started work on ordinance 1/83 (600 homes)

Source: ICR, Cable Information Service

Franchising in the top 50

Rank	Market	Status of core city
1	New York	Manhattan-OP, four unwired boroughs-FG
2	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 2-FG, 2-FP
3	Chicago	City is divided into five areas: FP
4	Philadelphia	City is divided into N,S,E,W: S-OP, other three FP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FP
8	Washington, D.C.	BP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	five systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (3-OP, 1-FG, 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	FG/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/St. Petersburg	FG/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FG/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Two systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	LNA/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend

OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Source: ICR, Cable Information Service

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Source: ICR, Cable Information Service

CABLE
TV INDUSTRIES

- Cable TV Industries to buy S.A.L.
- Prime Cable/Cable America team in Atlanta
- TVSM previews The Preview Channel
- Oregon common carrier battle intensifies

CableVision

The news and features weekly of the cable television industry July 25, 1983 $3.00

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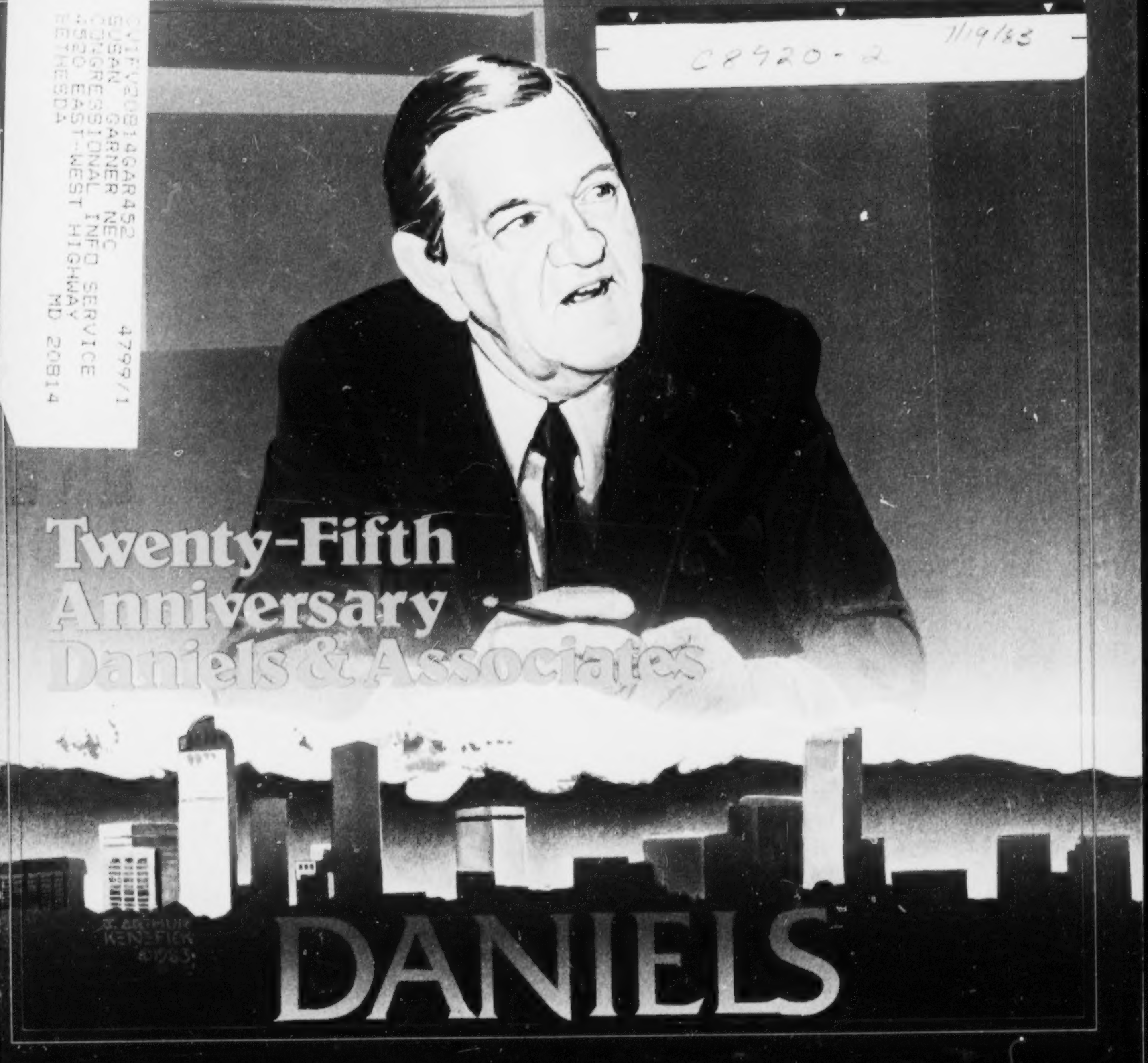

Twenty-Fifth Anniversary Daniels & Associates

DANIELS

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Oregon regulatory battle

Cablesystems Pacific, of Portland, Ore., and Pacific Northwest Bell are involved in a tussle over regulating data transmissions. The Oregon legislature rejected a measure to subject such services to state regulation, while attorneys are asking the U.S. Justice Department to examine the issue. **Leading the week, pages 17-20.**

TVSM tests Preview Channel

The Preview Channel, a video service composed of customized system schedules and satellite-fed program clips, is being test marketed by program guide publisher TVSM for a rollout nationally next January. **Leading the week, pages 17-20.**

Weather Channel's future

The future of The Weather Channel takes a stormy turn in the wake of a lawsuit filed by majority owner Landmark Communications against TWC creator, Chairman and President John Coleman. **Leading the week, pages 17-20.**

St. Paul mayor vetoes award

The mayor of St. Paul vetoed the City Council's decision to award the city's franchise to Nor-West Cable Communications Partnership, a group of local investors who have a management contract with MetroVision. **Leading the week, pages 17-20.**

TeleFirst's film credit plan

ABC is considering a plan by which its TeleFirst pay TV subscribers will receive credits for films that they choose not to view. **Leading the week, pages 17-20.**

'SportsCenter' reformatting

ESPN's news and highlights show trimmed to five- and 15-minute segments on weeknight versions. **Page 26.**

MTV undaunted by spin-offs

WTBS' *Night Tracks* scores higher ratings in time period; MTV concerned with overall schedule. **Page 26.**

S.A.L. Cable deal

Cable TV Industries reaches agreement to buy equipment distributor for $7.2 million. **Page 70.**

Atlanta-area partnership

Cable America and Prime Cable Corp. of Austin, Texas, to manage 105,000-subscriber cluster. **Page 70.**

Line-of-sight laser

General Optronics Corp. unveils transmission system that delivers signals from one high-rise to another. **Page 75.**

Revamping AT&T

Judge Greene gives BOCs rights to Bell name and logo, seeks to curb phone rate increases. **Page 76.**

Harris leaves FCC

Mass Media Bureau chief joining Metromedia; Smith named Common Carrier chief. **Page 76.**

Return-loss test fights piracy

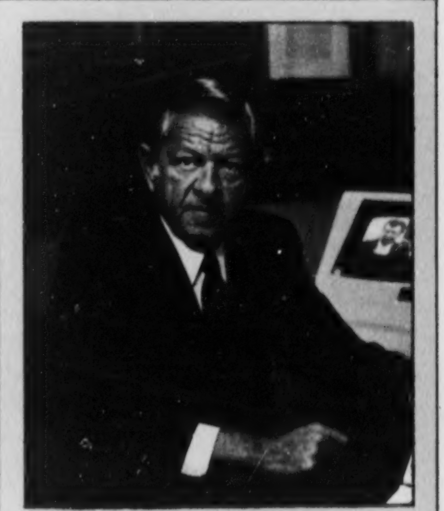
Heritage Cablevision system in Iowa adapts old test procedures to gain probable-intent-to-steal evidence. **Page 80.**

Ads that fit the format

J. Walter Thompson-sponsored seminar stresses advertisers want programs to showcase their products. **Page 81.**

About the cover

Bill Daniels, president of Daniels & Associates, is interviewed this week by Victoria Gits in *CableVision Plus*. Cover illustration by J. Arthur Kenefick.



Bill Daniels

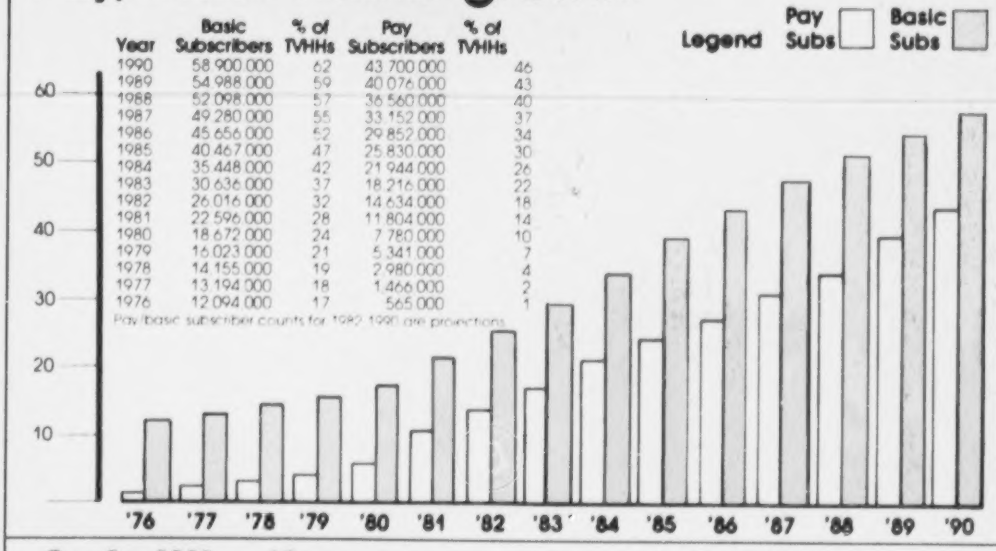
This week in PLUS

On Daniels & Associates' 25th anniversary, *Plus* looks at the business that Bill Daniels built—and at the man who created the company. With a rare combination of drive, foresight, entrepreneurism, salesmanship, generosity and a strong belief in cable's future, Daniels managed to build a strong business in a then unheard-of field. He convinced people again and again to invest their money in cable when it was thought of by most as just another fly-by-night scheme. He spotted top talent—and both his job offers and personality drew and kept that talent. When Bill Daniels decided that cable was it, he never thought twice. And he says the boom isn't over: "It's not too late to get into the cable business." Pages 35-66.

Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	26 016 000	32	14 634 000	18
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
Biznet (Viacom)	15
Bravo (ESPN)	6
Eros	2
ESPN (West)	6
Financial News Network (CBS)	2
GalaVision (SIN)	23
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	7
QUBE (Warner Amex)	11
SCAN	3
SIN	1
SPN	3
Sunshine Entertainment Network (audio service)	7
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982, no cable
Satcom I-R—Launched April 7, 1983, transponders have not yet been allocated, operational June 1, 1983
Satcom II-R—Projected launch December 1983

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1D, 1X
Wold Communications	6D

Westar V (Western Union)	**Transponder**
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp	11X
The Disney Channel	5X, 6X
Group W Satellite Corp	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	8D
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Wold Communications	3D
WOR	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V

Galaxy I (Hughes Communications)—Launched June 28, 1983, expected to be operational by August 1983, 24 transponders 4/6 GHz. Transponders reserved: Time Inc (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz, 6 transponders 12/14 GHz
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder holder
* Designates a service new to the chart
Source: ICR, Cable Information Service

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc[1]	2,288,000	
2	American Television and Communications Corp	2,198,200	(3/83)
3	Group W Cable	1,976,712	
4	Cox Cable Communications Inc	1,376,788	
5	Warner Amex Cable Communications Inc	1,300,000	(4/83)
6	Storer Cable Communications	1,228,977	(3/83)
7	Times Mirror Cable Television	830,344	(4/83)
8	Rogers UA Cablesystems	763,668	(5,83)
9	Newhouse Broadcasting[2]	751,625	
10	Continental Cablevision	664,000	(4/83)
11	Viacom Cablevision[1]	661,982	
12	United Cable Television Corp	596,076	(5/83)
13	Sammons Communications Inc	549,890	
14	TeleCable Corp	360,091	
15	Heritage Communications	342,592	
16	Cablevision Systems Development	316,000	(5/83)
17	Capital Cities Cable Inc	314,283	(11/82)
18	General Electric Cablevision	314,000	
19	Comcast Cable Communications	304,000	
20	Liberty Communications	262,232	
21	Wometco Communications	245,934	
22	Jones Intercable Inc	237,330	(7/83)
23	Tele-Media	232,500	(4/83)
24	Daniels & Associates Inc	227,000	
25	TCA Group	222,512	
26	Multimedia Cablevision Inc[1]	212,085	
27	Maclean Hunter Cable TV Ltd	208,723	(5/83)
28	Century Communications Corp	198,000	
29	Service Electric Cable TV Inc	189,500	
30	Colony Communications Inc	170,861	(4/83)
31	Centel Cable Television Co	162,156	(5/83)
32	Western Communications	153,820	
33	Prime Cable Corp	146,788	
34	Harris Cable Corp	144,708	(3/83)
35	Rollins Cable Vue Inc	143,100	(5/83)
36	McDonald Group	139,585	
37	Cablentertainment Inc	139,006	(4/83)
38	Tribune Cable Communications	138,425	
39	Cable America	132,000	
40	Sutton Capital Group[4]	120,514	(3/83)
41	Communications Service Inc	120,371	(3/83)
42	Harron Communications Corp	114,631	
43	Midwest Video Corp	114,615	(12/81)
44	Adams-Russell Telecommunications	110,000	
45	Cable Vision Industries	106,451	(2/83)
46	McCaw Communications	104,800	(5/83)
47	Midcontinent Cable Systems[5]	104,232	
48	Buckeye Cablevision	101,105	(5/83)
49	American Cablesystems Inc	98,000	(3/83)
50	Adelphia Communications	97,166	
51	Communications Systems Inc	93,059	
52	Armstrong Utilities	89,633	(5/83)
53	Multi-Channel TV Cable Co	84,000	(9/82)
54	Southmedia Co	83,736	
55	Ultracom Inc	77,000	(7/83)
56	Buford Television	76,653	(7/82)
57	Summit Communications	75,806	(5/83)
58	King Videocable Co	75,724	(5/83)
59	Falcon Communications	75,000	(4/83)
60	US Cable Corp	75,000	
61	Palmer Communications Inc	73,813	(4/83)
62	McClatchy Newspapers	71,800	(5/83)
63	National Telecommunications Co	71,450	(4/83)
64	Perry Cable TV Corp	71,292	(5/83)
65	The Essex Group	70,124	
66	Wehco Video Inc	69,183	(5/83)
67	Booth Communications	66,100	
68	American Cable Television Inc	66,000	(4/83)
69	Acton Corp	65,181	
70	Televents Inc	64,757	(4/83)
71	Total TV Inc	61,531	(5/83)
72	Lenfest Group	60,451	(4/83)
73	Omega Communications	60,000	(12/82)
74	Consolidated Cable Systems	56,300	
75	Pencor Services Inc	56,485	
76	Ft. Pompano Beach	55,565	
77	Wabash Cablevision	53,650	(7/83)
78	Harte-Hanks Communications	52,425	(5/83)
79	Marsh Media	52,244	(4/83)
80	Omni Cable TV Corp	50,130	
81	The Daily Press	49,000	(4/83)
82	Clear TV Cable Corp	47,532	(10/82)
83	Selkirk Communications	45,540	(5/83)
84	Sonic Cable TV	45,444	
85	Susquehanna Broadcasting	45,078	
86	Greater Media	44,343	(5/83)
87	Hellicon Corp	42,200	
88	Dondrey Cablevision	39,507	(7/83)
89	Matrix Enterprises	37,928	
90	United Video Management Comm	36,500	(5/83)
91	Combined Cable Corp	34,547	(5/83)
92	Joseph Gans	34,400	(3/83)
93	National Cablesystems Inc	30,739	
94	Cable Communications of Iowa	30,300	(3/83)
95	United Broadcasting Co	30,300	(3/83)
96	Multivision Group	29,194	(5/83)
97	Wisconsin Cablevision & Radio Co Inc	29,170	
98	Southern Cablevision	29,136	(8/82)
99	Cable Holding Inc	28,097	
100	Mid America Media	27,768	(4/83)

Subscriber counts are as of 6/83 unless otherwise noted.

[1] Number is an estimate.

[2] Includes MetroVision, NewChannels, Vision Cable

[3] Includes Tar River Communications.

[4] Includes owned and partially owned systems.

[5] Includes systems owned and with controlling interest.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif.	Cox Cable	221.585	(12/82)
2	Woodbury (Long Island), N.Y	Cablevision Systems	192.000	(4/83)
3	Houston, Texas	Warner Amex	182.600	
4	Manhattan, N.Y	ATC	174.415	(3/83)
5	San Antonio, Texas	Rogers UA	164.745	(5/83)
6	West Orange, N.J	Maclean Hunter	149.991	(5/83)
7	Wayne, N.J	Rogers UA	120.394	(5/83)
8	Tulsa, Okla	United Cable TV	106.834	(5/83)
9	Audubon, N.J	NYT Cable	105.332	
10	Erie County, N.Y	Prime Cable	100.287	
11	Rochester, N.Y[1]	ATC	100.000	
12	San Jose, Calif	Gill Industries	97.850	
13	Austin, Texas	ATC	97.425	(3/83)
14	Cincinatti, Ohio	Warner Amex	95.000	(4/83)
15	Tidewater, Va	Cox Cable	91.393	(12/82)
16	Baltimore County, Md	Caltec Cablevision	90.153	
17	Seattle, Wash	Group W Cable	87.618	
18	Central Islip, (Long Island) N.Y	Viacom Cablevision	87.121	
19	Orlando, Fla[1]	ATC	86.700	(3/83)
20	Memphis, Tenn	ATC	85.025	(3/83)
21	Jefferson Parish/Kenner, La	Cox Cable	82.962	(12/82)
22	Toledo, Ohio	Buckeye Cablevision	82.059	(5/83)
23	Manhattan, N.Y	Group W Cable	81.464	
24	Jacksonville, Fla	ATC	78.875	(3/83)
25	Grand Rapids, Mich	General Electric	76.500	
26	Honolulu, Hawaii	ATC	76.000	(3/83)
27	Wilmington, Del	Rollins Cable	74.800	(5/83)
28	San Diego, Calif	ATC	74.525	(3/83)
29	San Francisco, Calif	Viacom Cablevision	73.069	
30	Wichita, Kan	Multimedia Cablevision	72.541	
31	San Juan, Puerto Rico	Harris Cable	70.335	(3/83)
32	Englewood, Colo	United Cable	69.522	(5/83)
33	Richmond/Henrico County, Va	Continental	68.770	(5/83)
34	Pittsburgh, Pa	Warner Amex	68.600	(4/83)
35	Baton Rouge, La	Daniels & Associates	67.000	
36	Flint, Mich	Comcast	65.000	
37	Seattle, Wash	Viacom Cablevision	63.522	
38	South Bend, Ind	Heritage	62.745	
39	Melbourne, Fla[1]	ATC	61.900	(3/83)
40	Columbus, Ohio	Warner Amex	61.000	(4/83)
41	Buffalo, N.Y	Cablescope	60.082	(4/83)
42	Monterey, Calif	Western Communications	59.557	
43	Santa Monica, Calif	Group W Cable	58.817	
44	Dallas Complex, Texas	Warner Amex	58.000	(4/83)
45	Jefferson County, Ky	Storer	58.000	
46	Snohomish County, Wash	Viacom Cablevision	56.382	
47	Santa Barbara, Calif	Cox Cable	56.167	(12/82)
48	Suburban Tacoma, Wash	Cable TV of Puget Sound	56.123	
49	Boston Complex, Mass	Warner Amex	55.840	(4/83)
50	El Paso, Texas	Group W Cable	55.711	
51	Kansas City, Mo	ATC	55.300	(3/83)
52	Akron, Ohio	Warner Amex	55.000	(4/83)
53	Allentown, Pa	Twin County Cable	55.000	(5/83)
54	Charlotte, N.C	ATC	54.950	(3/83)
55	Harrisburg, Pa	Sammons	54.541	(4/83)
56	Columbus, Ohio	Coaxial	54.500	
57	Cleveland, Ohio	Viacom Cablevision	54.457	(4/83)
58	Binghamton, N.Y	NewChannels	53.461	(4/83)
59	Louisville, Ky	Times Mirror	53.875	(3/83)
60	Sarasota, Fla	Storer	53.200	(5/83)
61	Phoenix, Ariz	American Cable Television	53.157	(3/83)
62	Dade/Broward counties, Fla	Storer	53.000	(5/83)
63	St. Petersburg, Fla	Group W Cable	52.336	
64	Allentown, Pa	Service Electric	51.000	
65	Des Moines, Ia	Heritage	50.732	(5/83)
66	Canton, Ohio	Warner Amex	50.400	(4/83)
67	San Diego County (Escondido), Calif	Times Mirror	50.067	(3/83)
68	New Haven, Conn	Storer	50.000	(5/83)
69	Indianapolis, Ind	Wabash Cablevision	50.000	(7/83)
70	Port Arthur, Texas	Liberty	49.320	
71	Jackson, Miss	ATC	49.125	(3/83)
72	Hartford, Conn	Times Mirror	49.098	(3/83)
73	Peoria, Ill	General Electric	48.300	(4/83)
74	Reading, Pa	ATC	48.300	(3/83)
75	Charleston, S.C	Storer	47.800	(5/83)
76	Chattanooga, Tenn	Chattanooga Cable TV	47.791	
77	Shreveport, La	ATC	47.750	(3/83)
78	New Britain, Conn	United Cable	47.655	(5/83)
79	San Rafael/Marin County, Calif	Viacom Cablevision	47.205	
80	Atlanta, Ga	Cable America	47.000	
81	Bridgeport, Conn	Southern Connecticut	46.111	
82	Fayetteville, N.C	ATC	46.100	(3/83)
83	Westchester County, NY	Rogers UA	45.181	(5/83)
84	Albany, N.Y	ATC	45.075	(3/83)
85	Eugene, Ore	Group W Cable	44.598	
86	DeKalb County, Ga	Cable America	44.300	
87	Omaha, Neb	Cox Cable	44.275	(12/82)
88	Birmingham, Ala	ATC	44.175	(3/83)
89	Albuquerque, N.M	Tribune Co. Cable	44.000	
90	Moline/Quint Cities, Ill	Cox Cable	43.834	(12/82)
91	Oklahoma City, Okla	Cox Cable	43.793	(12/82)
92	Scranton, Pa	Verto Cable TV Corp	43.746	(4/83)
93	Winston-Salem, N.C	Summit Communications	43.431	(5/83)
94	Bakersfield, Calif	Warner Amex	43.400	(4/83)
95	Lincoln, Neb	MetroVision	43.315	(3/83)
96	Spokane, Wash	Cox Cable	43.257	(12/82)
97	Lansing, Mich	Continental	43.200	(3/83)
98	Oak Park, Ill	Cablevision Systems	43.000	(5/83)
99	Brookhaven (Long Island), N.Y	Rogers UA	42.431	(5/83)
100	Hillsborough, Fla	Group W	42.348	

Subscriber counts are as of 6/83 unless otherwise noted.

[1] Figures are estimates.

7/26/83
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- Special Report: Cable's financial outlook
- FCC data shows cable employment jumps
- USFL scores points with ESPN affiliates
- TCI, Multimedia, Busch team for sports net

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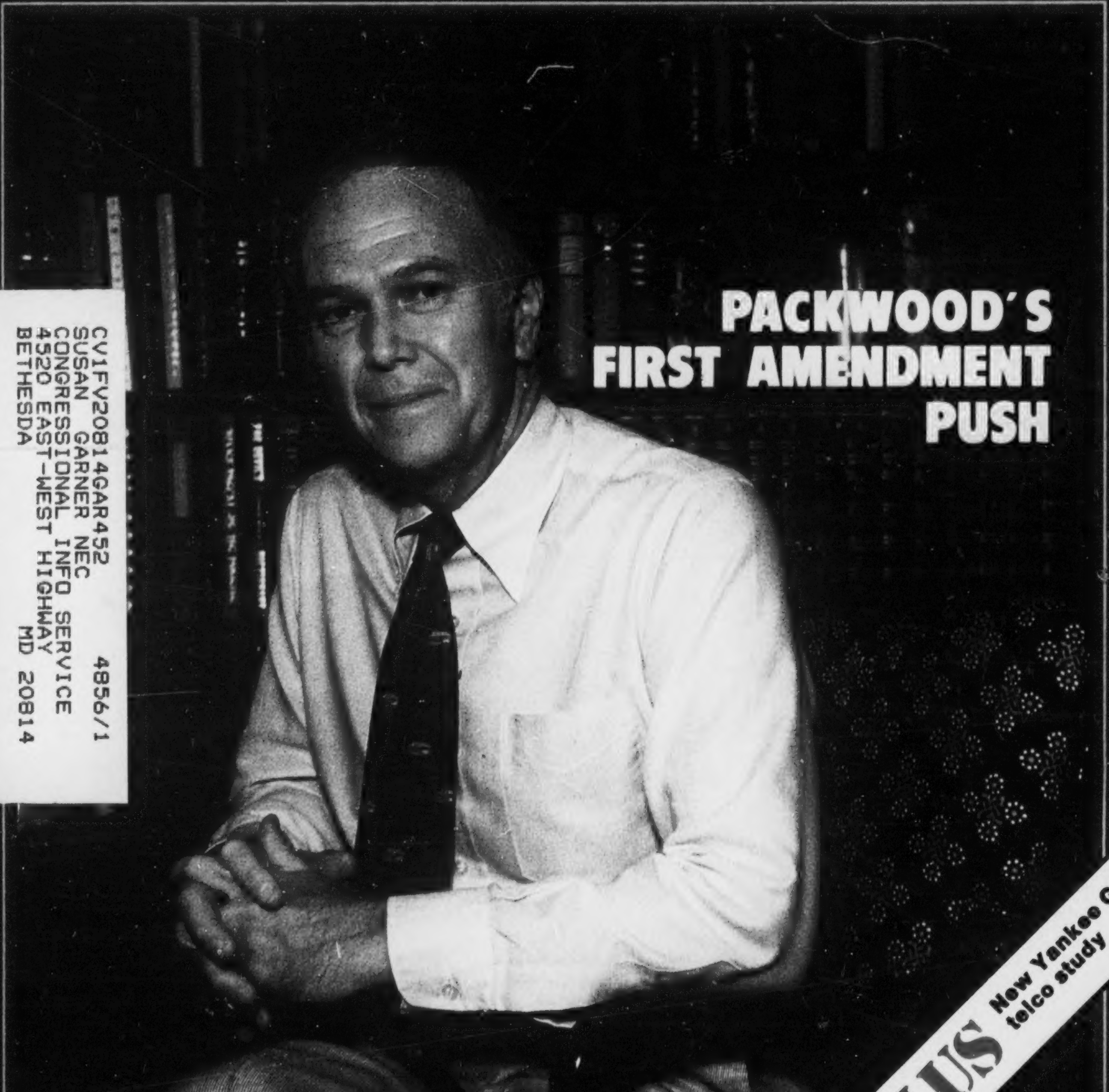

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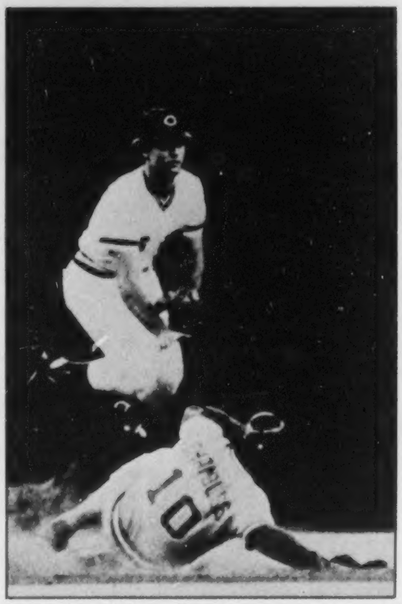


Reds baseball action is among the events to be offered on Sports Time.

Brewing sports partnership

Anheuser-Busch has brewed a partnership with TCI and Multimedia to operate Sports Time, a Midwest regional pay sports service to start next spring. **Leading the week, pages 16-20.**

Koch, cable firms sign off

After 18 months of negotiations, Mayor Koch and six cable companies sign off on the franchise agreements that will bring cable TV to 2.2 million homes in New York's outer boroughs. **Leading the week, pages 16-20.**

CAB, SRDS team up

Cabletelevision Advertising Bureau and Standard Rate and Data Service join forces to bring co-op information to MSOs and ancillary cable businesses. **Leading the week, pages 16-20.**

Coleman gets 'buyout period'

Landmark settles legal hassle with John Coleman by agreeing to give him a "buyout period" during which he can search for a new Weather Channel backer. If he finds none, Landmark takes over—and, sources say, could shut down TWC. **Leading the week, pages 16-20.**

NLC addresses dissidents

The National League of Cities board of directors approved a resolution July 15 stating that it would not oppose efforts by any city to alter the cable/city legislative compromise. NLC officials insisted that their support of S. 66 has not wavered. **Leading the week, pages 16-20.**

Financial services chart

This pull-out chart lists cable's financial services—analysts, brokers, consultants and banks. **Page 59.**

HBO's situation comedy

Pay service strikes deal with Lorimar, resulting in political satire, *Over Here, Mr. President*. **Page 24.**

ConcerTV rocks in Jersey

Group W Cable system test marketing four-hour, MTV-like spin-off geared to capture young audiences. **Page 26.**

ESPN's ad units score

Sports network's USFL coverage generates good response by affiliate cable operators to 30-second spots. **Page 31.**

Film ads on music video

Music-filled movies such as *Flashdance* and *Staying Alive* find music video services a natural place to advertise. **Page 31.**

Cable employment up 40%

Minority workforce grows slightly, according to Federal Communications Commission's 1982 data. **Page 32.**

Moving toward maturity

Analysts see continued difficult times, but cable's track record ensures healthy support. **Page 76.**

Futurex information network

Jones International subsidiary will bypass standard personal computer market by connecting directly to cable **Page 87.**

About the cover

Craig Leddy interviews Sen. Bob Packwood this week in *CableVision Plus*. Cover photo by Al Stephenson.

This week in PLUS

Now that S. 66 is settled in his half of Congress, Sen. Bob Packwood can move onto other concerns—like First Amendment coverage of electronic media. Packwood explains to *CableVision Plus* his stand on the phone companies and his plan of action with the Freedom of Expression Foundation to repeal the content doctrines. . . Opponents have become allies before, and The Yankee Group says it sees it happening close to home. In its new report, "Cable and the Telcos: From Confrontation to Detente," The Yankee Group predicts that relations between the two industries will become less strained and more cooperative. **Pages 35-58.**

Cable employment up 40 percent

Minority workforce grows slightly, according to FCC's 1982 data

WASHINGTON — While many industries were laying off workers in 1982, employment in the cable television industry rose approximately 40 percent, according to statistics released July 18 by the Federal Communications Commission.

While actual figures collected from Annual Employment Reports (Form 395-A) showed a 27.6 percent rise, FCC estimates of employees excluded from the reports boosted the tally to 40 percent. The FCC estimated a total of 71,493 full-time employees in the industry in 1982, compared to approximately 51,000 in 1981.

Minorities made modest gains in the industry. Minority employment in top-level jobs (managers, professionals, technicians and sales workers) increased 2.5 percent in MSO headquarters and 1.6 percent in cable units with five or more employees.

The National Cable Television Association, in a statement from NCTA President Tom Wheeler, said the minority increase is a "trend that is bound to continue as cable builds in major urban markets."

Sylvia Marshall, NCTA director of Human Resources and head of many projects for minorities, said, "I personally would like to see more minorities in visible decision-making positions. But it is important to see continuing steady improvement. You're not going to have 50 percent minority hiring overnight. The increase has been consistent."

The National Black Media Coalition criticized cable's equal employment opportunity performance and questioned the accuracy of the statistics. Pluria Marshall, chairman of the coalition, said the "miniscule increase" does not "reflect any particular need for joy on the part of minorities."

The statistics were released at a time when the FCC is stepping up its enforcement of EEO regulations. Last spring, the FCC publicly criticized the minority hiring record of Tele-Communications Inc.'s Denver headquarters and sounded a warning to the industry in general. Congress has been critical of the FCC's commitment to minorities and is examining ways to increase minority participation in telecommunications.

The FCC requires that at least 50 percent of the local minority labor force be reflected in a cable system's employment. For example, if a cable system is operating in a city with a 30 percent minority workforce, the system is obligated to have at least 15 percent minorities among its employees. The FCC also requires that 25 percent of local minority labor be reflected in the company's top four job categories.

According to the recent statistics, minorities comprised 15.2 percent of all workers in units with five or more employees and 15.8 percent in MSO headquarters. Minorities worked in 12.8 percent of the upper four level jobs in cable units and 11.2 percent in headquarter offices. In addition, out of 12,071 new employees hired in cable units with five or more workers, 39.4 percent were women and 19.7 percent minorities, the FCC said.

NCTA noted that cable's 15.2 percent minority labor force surpasses the broadcast industry's minority workforce of 12.7 percent. Of all U.S. industries, minority employment averaged 11.7 percent in 1982, according to the Department of Labor Bureau of Labor Statistics.

NCTA and its minority affairs committee are currently surveying MSOs and major suppliers about minority commitments. Of 47 companies responding so far, NCTA said 96 percent have formal EEO programs; 63 percent have programs to recruit minorities into entry-level jobs; and 54 percent have programs to recruit minorities into managerial and executive level positions.

Based on reports from 4,501 cable employment units, the FCC counted a total of 57,897 employees, compared with 45,351 in 1981. The FCC arrived at a total 1982 employment figure of 71,493 by estimating the number of workers in offices with fewer than five employees, which are not required to designate the number of workers.

The employment statistics only reflect the system operations side of cable. The data does not include employment in programming offices, hardware manufacturing and supply companies or other related fields. —*Craig Leddy*

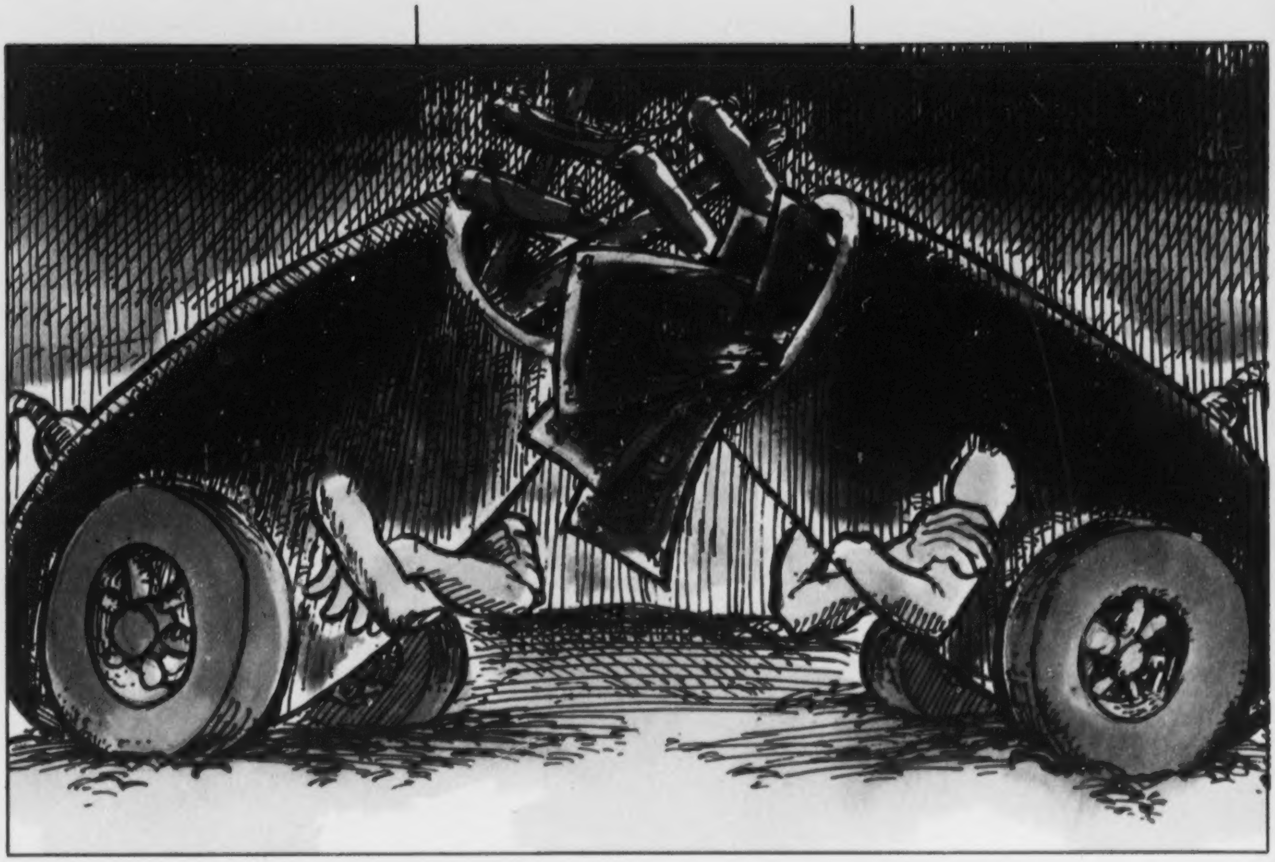
FCC cable television employment data

Employment at cable units having five or more full-time employees

	Number of employees		Percentage of employees	
	1981	**1982**	**1981**	**1982**
White male	23,257	29,150	57.6	55.6
White female	11,512	15,316	28.5	29.2
Minority male	3,675	5,093	9.1	9.7
Minority female	1,949	2,905	4.8	5.5
	40,393	52,464	100.0	100.0

Employment at cable headquarter units

	Number of employees		Percentage of employees	
	1981	**1982**	**1981**	**1982**
White male	2,474	2,349	49.9	43.2
White female	1,792	2,226	36.1	41.0
Minority male	345	406	7.0	7.5
Minority female	347	452	7.0	8.3
	4,958	5,433	100.0	100.0



Cable and the telcos: from confrontation to detente

In what it clearly expects to be the watershed study of a watershed year, The Yankee Group will soon release its cable/telco report, nearly nine months in gestation.

By Jeri Baker

Easing confrontation? Reduced strain? That's what The Yankee Group, under project director Mark Kriss, senior research analyst at the consulting company, sees for traditionally tense relations between the cable and telephone industries.

"Cable and the Telcos: From Confrontation to Detente" is the first of six reports due this year in the Group's continuing Home of the Future series. This is the Cambridge-based think tank whose president, Howard Anderson, was telling *CableVision Plus* only 12 months ago that "a short-term solution is a (cable/telco) hybrid system, but the day you put that hybrid system in is the day you start to worry. . . about being taken advantage of in your reliance on a strong competitor." (*CV Plus*, 8/9/82, p. 4.) So the study is, itself, a bow to the strategic necessities facing such Yankee Group clients as Warner, Storer, AT&T, Southwestern Bell, Southern New England Telephone, Bell Canada, as well as General Instrument, Oak, Zenith, Coleco, Mattel, among a total of about 100 who will receive the report.

"Cable and the Telcos" went into its final drafts as the Senate, rejecting intense AT&T lobbying, approved S. 66, as half a dozen of the 22 Bell operating companies awaited reaction to various hybrid proposals made to cable applicants (hybrid systems are gearing up for testing in the Detroit and Chicago areas and perhaps in Philadelphia as well), and as news of equipment cost/performance breakthroughs in Canada and Europe made cable/telco accommodations more compelling than ever.

In the telecommunications world A.D.—after diversiture—AT&T and its offspring are at a crossroads. The cable industry, facing major city builds and refranchising deadlines, is at a similar point in its own history. The Yankee Group asserts that the two would do well to shake hands as their paths converge. Where they could, why they should, and what would happen if they don't is the subject of the study.

Pay-per-view deployment

The Group categorizes local telco opportunities in the cable television marketplace as video transport services and pay TV support. (Table 1). It gives the most immediate bottom-line impact to the creation of pay TV hybrids, through which telephone lines are used to complete the interactive loop for pay-per-view order entry, billing and the like.

The demand for such arrangements, of course, depends on the growth of cable-only two-way addressability, which leaves no need for telco cooperation. According to the Group, that growth will be only modest (Table 2). But it expects one-way addressability "to explode." By 1985, it predicts, 21 percent of 36.9 million cable homes will have addressable converters. Further, 13 percent of all homes passed will have access to pay-per-view; that's nearly 2 million more than the 6 million the Group estimates as the threshold for pay-per-view programming power and profits. Table 3 shows the follow-on: the number of U.S. households to be served by hybrid systems, most of them just standard dial-up phones and one-way addressable converters.

Aside from the appeal of pay-per-view ready revenues, (Table 4), the market and political forces driving the development of hybrids include new franchise demands, where added revenue streams like business voice and data communications will be imperative for MSOs locked into costly promises, and refranchising, where local telcos could attempt to forestall community demands for two-way systems by demonstrating politically acceptable hybrids with similar capabilities. (By The Yankee Group's count, 60 percent of all franchises will come up for renewal in the next three to five years.)

Of the financial forces encouraging hybrids, the report estimates the cost to rebuild to two-way service a 30,000-subscriber, 35 homes/mile average system at 34 percent higher ($91 per customer) than a comparable one-way service.

The incremental cost of low performance two-way polling systems a la QUBE is put at 17 percent (or $90 per subscriber) over otherwise comparable one-way addressable systems that can be upgraded by means of a telco line. Polling systems might be the network of choice when data traffic is light, response time is not critical and access information is at the headend, but the Group contends that some hybrid networks work cost effectively as well, with no upfront investment by a system already one-way addressable.

In any case, the cable industry must approach the hybrid or go-it-alone question on the basis of the two-way services that are going to be "needed, demanded and accepted by their subscribers in the next five to 15 years, all (assessed) on the basis of fragmentary data." The Yankee Group drew the following conclusions in preparing its report:

- Most residential data traffic will be handled in inexpensive one-way or off-line (software downloading) modes.
- Those applications that cannot be handled on a one-way system are likely to be available to the growing number of communicating personal computers and video game consoles via telecomputer or Dial-It-type services.
- The vast majority of these units will be accessing telephone-based services for software downloading, network (multiplayer) games, and messaging.
- By 1985, many consumers will no longer enjoy the benefits of flat-rate local telephone service. They will be given the option of either packet- or time-sensitive rates, which may inhibit the growth of such services.
- The combination of time-

Table 1

Telco Options

	Video transport	Hybrid systems & service
Cooperative	Cable leasebacks; Cable interconnects	Cable pay-per-view
Competitive	Fiberoptic upgrades; SMATV interconnects	Multichannel MDS; direct broadcast satellite

Source: The Yankee Group

Table 2

Cable TV growth: 1982-1990*

(U.S. households in thousands)

	1982	1985	1990**
Total TV HHs	83,700	86,700	94,700
Homes passed by cable	49,500	61,500	75,200
% TV HHs	59%	71%	79%
Cable HHs	28,205	36,900	48,100
% Homes Passed by Cable	57%	60%	64%
Pay-per-view HHs	1,900	7,800	28,860
% Cable HHs	7%	21%	60%
% Homes passed by cable	4%	13%	38%
Homes passed by two-way cable	197	3,769	14,104
% Homes Passed by Cable	less than 1%	6%	19%
Two-way cable HHS	67	1,357	5,416
% Cable HHs	less than 1%	4%	11%
& Homes passed by cable	less than 1%	2%	7%

*All data year end.
** Includes telco-operated cable systems.
Source: The Yankee Group

Table 3

Projected market size: hybrid cable/telco households*

(U.S. households in thousands)

	1982	1985	1990
Pay-per-view HHs	1,900	7,800	28,860
% Cable HHs	7%	21%	60%
% Homes passed by cable	4%	13%	38%
Hybrid PPV HHs**	1,833	6,443	23,444
% Cable HHs	6%	17%	49%
% PPV HHs	96%	83%	81%
% Homes passed by cable	4%	10%	31%

*All data year end.
**Includes all telephone order entry systems, including those that do not require the active involvement of local telcos.
Source: The Yankee Group

sensitive telco rates and mass market acceptance of on-line services such as network games should spur cable operators to forego the hybrid option and build their own packet switched networks.

Recognizing that short-term considerations will govern, the Group concludes that the decision about whether to pursue hybrid arrangements is going to hang on pay-per-view.

If telco lines are the least expensive way to accommodate subscriber demand in the 1984-85 time frame, "then The Yankee Group believes cable operators will set aside the bad blood between them and make a deal."

Flexible response

The Yankee Group defined three versions of hybrid systems:

1) Pseudo hybrids. Top of the line one-way addressable boxes that record viewing and display billing information on the screen. Units can be programmed to withhold pay-per-view events from households with delinquent accounts.

Pseudos are not a cost-effective response for the necessary impulse buying of pay-per-view events, the Group believes. The subscriber must master a complicated order and payment system. And the units advanced by Telease Inc. and Inter American Satellite Television are susceptible to piracy.

2) Quasi-hybrids. Subscribers order events in advance by mail or phone. Telephone order-entry functions can be automated at the cable headend or telephone central office. No in-home equipment is needed, unlike the pseudo-hybrid option, so impulse-buy pay-per-view can be introduced at little or no capital cost. But transaction techniques are cumbersome. Gillcable, the veteran of this form of selling, received such a deluge of last minute orders for the Cooney-Holmes fight, for instance, that the local telco had to cut off service for several hours.

Recognizing the market void that such a logistical nightmare betrays, more than a dozen hardware and software developments have been put forward to facilitate ordering by phone. Voice synthesis systems linking customers with computers, for instance, are one stop-gap short of two-way upgrades.

The Yankee Group gives first place to First Data Resources Inc., the American Express subsidiary that describes itself as the world's largest financial transaction processing company. Its Cable Control System interfaces QUBE's billing and headend computers so pay-per-view orders are registered on bills automatically with no clerical intervention. All eight QUBE operations will use the system. (Group W has announced it will, too, in an undisclosed number of systems.) FDR also offers telemarketing and transaction processing services to one-way systems through its WATS Marketing of America subsidiary.

The Yankee Group says it expects AT&T Long Lines and local telcos to offer similar pay-per-view telemarketing and order-taking services as early as 1984.

3) Transparent hybrids: Addressable converters that automatically monitor household viewing and periodically transmit data to a central billing computer. Bell Canada aims to field test a pay-per-view order-taking system it designed with Rogers Cablesystems and the Cable Telecommunications Research Institute. By using the Automatic Number Identification facility that every central telephone exchange has for long distance call purposes, it can process and transmit pay-per-view orders at five cable headend computers simultaneously. With processing at the central exchange office level, customers would rarely get a busy signal and impulse buys during the last minutes before an event could be accommodated.

The only modification needed to adapt most existing ANI facilities is an inexpensive black box equipped with microprocessors that "fool" the system into perceiving a long distance call. On the cable side, the requirements are a local private line between the telco office and the cable headend to forward pay-per-view orders, and software and microprocessors to handle incoming orders, match phone numbers to

Table 4

U.S. pay-per-view audience: Yearend 1985

(in thousands)

Carrier	Subscribers	% Addressable	PPV HHS
Cable TV	36,900	21%	7,800
DBS*	1,200	100%	1,200
STV**	1,400	79%	1,106
MDS***	1,356	52%	707
SMATV****	900	40%	560
TOTAL	41,756	27%	11,373

Assumptions

* Late-1983 launch of direct-broadcast satellite service by United Satellite Communications Inc.; subsequent launch of other low- and medium-power services in 1984.

** Includes low-power television; STV remains a single-channel medium.

*** Multi-channel MDS service available in top 20 markets by mid-1985.

**** Includes hotels

Source: The Yankee Group

subscriber addresses, send authorizations and record billing data.

The Yankee Group expects this "low tech" configuration "to rapidly emerge as the 'North American Hybrid System'."

On the American side of the border, both Illinois and Michigan Bell plan field tests of ANI-based pay-per-view ordering systems with cable operators in the Chicago and Detroit areas before the end of this year. But the Group expects the unwieldy nature of the system—developed by Bell Labs without cable input—to foil it. It requires a customer to key in a user number to verify paid-up accounts before it authorizes the transaction. That triples transaction time to 30 seconds or more and requires a touch-tone phone, which less than half of all U.S. households have. Lost, charges the Yankee Group, is the recognition of the impulsive nature of a pay-per-view buy that the Canadian system caters to.

Unilateral armament

Any edge that all the hybrid variations have in the marketplace could be eaten up, the Yankee Group surmises, by a successful pole-mounted two-way system that moves the tuning converter and associated electronics out of the set top unit to an outdoor location that serves several households. The incremental cost per subscriber of new pole-mounted systems over one-way addressable systems "could be as low as 14 percent (or $70 per subscriber); pole-mounted systems also could be cost-competitive in many upgrade and rebuild situations."

The Group contrasts the outdoor systems with such indoor contenders for the residential market in pay-per-view, energy management, network games, mail and messaging, telebanking and information retrieval as those converters identified with Jerrold and Cox Cable's Indax developments, initially with Oak. "The Yankee Group estimates new systems of this type cost about 25 percent more per subscriber than comparable one-way systems upgradeable to hybrid two-way capacity." It further judges that "installed costs of the home terminal approach compare less favorably with the addressable hybrid alternative in rebuild and upgrade situations."

PacketCable Inc., the leading proponent of the pole-mounted approach, is now holding engineering tests with a large MSO. According to The Yankee Group, it could be the standard against which the hybrid systems are judged, giving it the lead of non-packet-switched pole mounted systems from Toshiba (for ATC), C-COR, Thetacom and Texscan.

First strike capability?

What if cable operators refuse telcos' offers of hybrid support services? The Yankee Group expects the telcos to offer an alliance to cable competitors: STV, MDS, DBS. And they will invest in developing their own video transport service. The cable operators will try for a better deal with the likes of First Data Resources, the American Express subsidiary discussed above, or they will enhance their own networks with PacketCable or other high-performance alternatives, making them more directly competitive with the phone companies.

On the telco side, the Group predicts, the potential success for a cream-skimming alliance with a cable competitor is limited to the 8 million households in major cities that will not have cable before 1984)an opportunity window of about 24 months (Tables 5, 6, 7). That's too tight for all but "the most daring BOCs," judges the Group.

Peaceful coexistence

Onerous demands by franchise authorities in major cities and the surprise move by Southern Bell to lay fiberoptic cable to the customer termination point of all new residential installations starting in 1985—positioning the telco to move into video transport—set the stage, The Yankee Group believes, for

Table 5

Major cities without cable TV franchises

City	Households
Cleveland	218,000
Detroit	460,000
Los Angeles:	
South Central	210,000
E. San Fernando Valley	160,000
Philadelphia	600,000
St. Paul	110,000
St. Louis	178,000
Washington, D.C.	278,000
Total	2,214,000

Source: The Yankee Group

Table 6

Major awarded but unwired cities

City	Households
Baltimore	300,000
Chicago	1,114,000
Denver	216,000
Milwaukee	254,000
Minneapolis	170,000
New York:	
Four outer boroughs	2,530,000
Tampa/St. Petersburg	114,000
Total	4,698,000

Source: The Yankee Group

Table 7

Major cities under construction but not operational before 1984

City	Households	Estimated Completion
Boston	242,000	1984
Dallas	394,000	1984
Ft. Worth	160,000	1984
Miami	135,000	1984
Phoenix	100,000	1984
Total	1,031,000	

Source: The Yankee Group

confrontation or accommodation between cable and the local telcos in:

> "A" counties that will not have cable before yearend 1985 (Table 8).
>
> Growth markets, such as the Southeastern U.S., that are expected to have a housing boom.

The Group defines the likely accommodation as common carrier TV: "telco-owned and operated video transport facilities that are leased back to program packagers—cable TV companies, municipally owned cable authorities, satellite-delivered programming networks, or SMATV or DBS operations."

Actually, the Group suggested the same alternative in January 1982, just after the settlement of the AT&T antitrust suit. It believed then that the unleashed Bell operating companies would construct video transport facilities in major markets. Selected markets would be upgraded to full-motion video service by 1990 for about the same cost as installing coaxial cable. As gradual upgrading took place elsewhere, a "network of the future"—like those being developed in France, Germany and Japan—would be capable of providing fully switched two-way voice, video and data into every home and business.

The current report finds corroboration for its 1982 prediction in the proposed leaseback arrangements made by telcos to cable operators recently, in the development of fiber networks for metro areas' central phone exchanges that will be widespread by 1985, and the development by Times Fiber and British Telecom of "mini-hub" networks that can deliver lightwave video signals directly to the home.

What the Group did not anticipate, it says, is the "speed with which the BOCs would embrace the common carrier concept, or, more importantly, the fact that local telcos would perceive their efforts in this area as conciliatory—rather than threatening—to the cable industry."

That's not to say leaseback proposals have had much success. Bell of Pennsylvania, Michigan Bell, Illinois Bell and Chesapeake & Potomac (C&P) have approached generally unenthusiastic franchise applicants with offers to serve as exclusive subcontractors. The city of

Table 8

Potential common carrier TV markets

"A" county TV homes not passed by cable yearend 1985*

DMA	Total "A" TV HHs (000s)	"A" TV HHs Not passed by cable (000s)	% "A" TV HHs	BOC
New York	5,672	2,811	50%	New York Tel
Chicago	2,784	2,251	81%	Illinois Bell
Los Angeles	4,277	2,240	52%	Pacific Tel
Detroit	1,628	1,119	69%	Michigan Bell
Philadelphia	1,931	956	50%	Bell of Pa.
SUBTOTAL	16,292	9,377	58%	
Washington, D.C.	1,149	951	83%	C & P Companies
Cleveland	1,032	545	53%	Ohio Bell
Mpls./St. Paul	804	530	66%	NW Bell
St. Louis	851	509	60%	SW Bell
Denver	664	506	76%	Mountain Bell
SUBTOTAL	20,792	12,418	60%	
Baltimore	805	494	61%	C&P Companies
Boston	1,178	432	37%	New England Tel
Milwaukee	575	414	72%	Wisconsin Tel
San Francisco	1,967	407	21%	Pacific Tel
Miami	1,121	393	35%	Southern Bell
SUBTOTAL	26,438	14,558	55%	
Phoenix	615	360	59%	Mountain Bell
Tampa-St. Pete	697	288	41%	Southern Bell
Seattle/Tacoma	826	244	30%	Pacific NW Bell
Atlanta	781	168	22%	Southern Bell
Kansas City	508	159	31%	SW Bell
SUBTOTAL	29,865	15,777	53%	
Dallas/Ft. Worth	1,156	86	7%	SW Bell
Pittsburgh	834	29	3%	Bell of Pa.
Cincinnati	605	0	0%	Cincinnati Bell
Houston	1,205	0	0%	SW Bell
San Diego	725	0	0%	Pacific Bell
TOTAL	34,390	15,892	46%	

Notes to Table 8

* Yearend 1982 "A" County data courtesy of A.C. Nielsen Company; 1985 figures are Yankee Group estimates.

** Overstates uncabled market because: 1) some systems will be partially operational by yearend 1985; others (e.g., Denver) will be operational soon thereafter; 2) data may include smaller municipalities within "A" counties that are slated to be wired in the 1983-1985 time frame.

Source: The Yankee Group

Philadelphia was perhaps Bell of Pennsylvania's most supportive listener, and The Yankee Group notes in passing its belief that there is "latent support among municipal officials for telco entry."

Using that same proposal (for installation or leased trunk facilities or complete system lease) as a representative one, the Group lists as "strengths and motives" a number of items that apply elsewhere as well:

Bell of Pennsylvania has a number of customer service business offices in the city, it has experienced installation and service workers, it has centralized, computerized repair offices, billing computers and right-of-way paperwork.

Pros and cons

The Yankee Group agrees with the more aggressive telcos that "there are persuasive financial and strategic reasons why telcos should rapidly construct and own video transport facilities in addition to the high speed data lines now being tariffed" and in some cases already available.

For one thing, the marketing-oriented telcos see cable as a prod to them to modernize faster in order to gain the new revenue streams apparent in video transport services and future switched video services like tele-shopping, live video games and video teleconferencing. With

Noted in passing

In "Cable and the Telcos," The Yankee Group makes the following predictions:

- Warner Amex will establish regional pay-per-view sports networks within the next two years in Dallas and Cincinnati, and eventually offer regional pay-per-view sports to its New York City and Milwaukee QUBE customers. To do this, Warner Amex may seek to establish regionwide interconnects. Potential partners in such ventures include a variety of local telcos.
- Based on Yankee Group estimates of addressable converter growth, the PPV industry can—and probably will—win the as-yet unspoken for rights to both the 1988 Winter Olympics and the 1990 World Series. (ABC paid $91 million for the 1984 Winter Olympics.) Assuming, for example, that 55 percent of the projected 38.4 million addressable households in 1990 will pay $15 to view the World Series, then the gross pay-per-view revenue stream would exceed $316 million—more than enough to secure exclusive live coverage (barring adverse legislative action or an unexpected turnaround in the network's declining share of television audiences).
- ABC's most risky new venture is TeleFirst, which will broadcast scrambled pay signals to home VCRs during affiliate off-hours. The Yankee Group estimates 18 million units will be installed in U.S. homes by 1985. TeleFirst will get feature films before STV and pay because it is likely to be considered as part of the videocassette rental market. The Yankee Group also sees TeleFirst as a likely outlet for adult films.
- General Optronics (Edison, N.J.) has developed a high capacity laser-generated fiberoptic distribution method for cable television systems that will be installed by a major U.S. MSO within 12 months. Its capacity will approach that of telephone central exchange offices.

modernization, they figure, they can discourage early competitive entry by communications-oriented MSOs and others, they can slow their loss of market share in high-growth areas such as data and video transmission, and they can counteract the general perception that the telephone industry has lost its technological leadership.

But if telcos take the aggressive tack, they may sacrifice any chance of cable cooperation in hybrid systems, service and installation or interconnects. Even that is less compelling that one other "con" argument the report sets out: "BOC network planners are less than sanguine about their ability to reconcile the immature technology of digital lightwave communications with increasingly obsolete analog coaxial cable designs. Even state-of-the-art coaxial cable systems are not fully compatible with the telcos' planned network upgrades. Ideally, telco installation of video facilities to the home would not begin before 1986-87, at which point optical switching devices are likely to be perfected and available in volume."

In what may rate as one of the briefest summations of the cable/telco crossroads, The Yankee Group points out succinctly: "Cable systems have the broadband plant capable of delivering video signals but they have no switches; telcos, on the other hand, have plenty of switching power but no broadband. Both are working to develop the ultimate network—switched broadband."

That assessment opens the way for the Group's comparison of cable's congestion-prone "tree and branch" configuration—a headend feeding down a trunk signals that are split at branches and finally delivered via drop cable into every subscriber's home simultaneously—vs. telco "star" configurations—telephone lines radiating from a central exchange (the switch) out to individual subscribers.

In a broadband version of the switched star network—using coax or fiberoptics—the trunk of the star carries signals as far as a local hub where smaller capacity links radiate to each household.

Though they are more efficient—and though there are new cable hub systems like Times Fiber's—cost and technological imperfections still limit wide use of star configuration. More cable is needed, ducting is more expensive, and in the case of fiberoptics, switching equipment is imperfect. The report quotes Bell of Pennsylvania's estimate of the cost of wiring Philadelphia with an optical-fiber-based star network (ending with a coaxial cable drop to the home) at $300 million compared to $120 million for a conventional coaxial system.

But maintenance savings may be so large that initial costs are not the issue, argue other telco sources. And cost/performance trends in optical switching technology could bring the incremental cost per subscriber down to less than 20 percent. British Telecom, the report reveals, will install a switched star network ending with a coaxial cable drop to the home as early as end-1984, assuming regulatory approvals.

Such hybrid coax/fiber systems are being viewed as interim solutions in Europe and in the United States. The Yankee Group devotes special attention to United Tribune's plans to use Times Fiber's Mini-Hub for intra-city (rather than more conventional intra-building) installation in Alameda, Calif. The fiber-to-the-home and coax-to-the-hub configuration upends the traditional expectation that coax will be the final drop to the subscriber.

United figures the cost of the hybrid will run only 8 percent (about $50 per sub) above the dual trunk system it proposed for Alameda earlier. That assumes a 50 percent penetration of homes passed, second outlets in 7 percent of subscribing homes and a density of 200 per mile. Long-term savings in signal theft control and service calls should recoup the difference easily, the MSO assumes.

The Yankee Group, however, finds a major drawback to the installation in the ability of each of 1,400 mini-hubs in the city to serve only 24 households each (compared to a central telephone exchange office's minimum 10,000 homes served).

Overall, it concludes, although state-of-the-art technology cannot yet go beyond a single functional network (video only) to the home, all-fiber networks may be commercially available as early as 1985. "Ironically," the report notes, "with most major franchises already awarded, such networks may appear first in rebuilds rather than in high-density new-builds where they are more urgently needed."■

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Business

Special Report: Finance

Moving toward maturity

Analysts see continued difficult times but cable's track record ensures healthy support

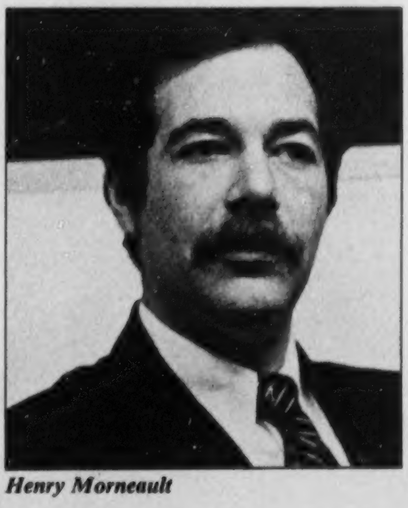
NEW YORK—The cable industry's era of economic realism, which began last year with incipient shakeouts, mergers, management shifts and reassessment of market positioning, has continued into 1983. More than halfway through a calender year that analysts late last year said would prove "difficult," the financial picture is mixed—but far from bleak. Indeed, indications are that cable has weathered recent economic malaise better than most capital-intensive industries; MSOs with few new-build commitments and in highly penetrated suburban and rural areas stand to profit. On the flip side of the cable coin, firms still reeling from heavy franchise commitments, especially in urban areas, may face a wait of many months—perhaps years—before seeing these major systems become the "cash cows" that analysts have predicted they eventually may become.

Industrywide, even with smaller operators, system prices have generally declined; but along with a "buyer's market" climate has come a reduction—but by no means halt—in acquisitions of smaller systems and MSOs by larger players. The trend among many MSOs is to maximize revenues on present investments, rather than launch ambitious and costly expansion plans.

In that respect, the MSO side of the business reflects travail on the programming side, where advertiser-supported satellite services, including some pays, continue to face serious financial challenges that all of them may not be able to weather.

On the positive side, interest rates have moderated, hovering since February at about the 10.5-percent mark. That's considerably lower than the levels of early 1982, but still far above the single-digit rates that the industry enjoyed in earlier days.

Because many MSOs have completed or are in the final stages of financing committed new-builds, some analysts caution that stabilization of rates may not help all that much. But even these analysts concede that the leveling out of the cost of money can't hurt. Where financial arrangements allow, some MSOs engaged in new-build and rebuild financing are seeking refinancing at lower market rates, according to some financial consultants. These sources claim some firms are finding it in their interest to shift from insurance industry underwriting to bank financing, where terms are generally less restrictive.



Henry Morneault

But there could be other reasons for this movement as well. John Hancock, the major lender to the cable industry among insurance firms, with some $173 million in outstandings as of the end of last year, has put a hold on cable lending. According to one cable financier, it has done so as part of an evaluation of alternate TV technologies such as DBS and MDS, and how they may impact as competition to cable. Hancock spokesmen had not responded by press time to an inquiry but an official there confirmed the hold on cable lending.

The Hancock move, while generally unpublicized, has caused jitters among some insiders who fear that other lenders may follow, drying up a vital source of financial backing. That clearly is a worst-case scenario; few expect the bottom to fall out on cable as it is perceived by key lenders. But the Hancock decision demonstrates that the new technologies may be on the threshold of becoming more than just alphabet soup, but rather formidable competition challenging cable's effort to increase penetration and maintain the financial support it traditionally has enjoyed.

Leading the pack

Cable's preeminence as the medium of high-channel capacity and the advantages of broadband technology make it unlikely that the industry has that much to fear, maintains Henry Morneault, vice president of the entertainment industries group at Chemical Bank. His comments reflect the general view of cable backers: "Cable is still the best value, and every day it becomes more entrenched. As time goes on, that will mean less competitive inroads by alternate technologies." But Morneault shares the view that the passage of the days of "blue sky" and boosterism is a healthy sign for the maturing cable industry. "There are real problems, in marketing, management, advertising, excess channel capacity," Morneault says. "We can no longer afford to run blindly ahead, just assuming the industry is going to make money... the bloom is off the rose."

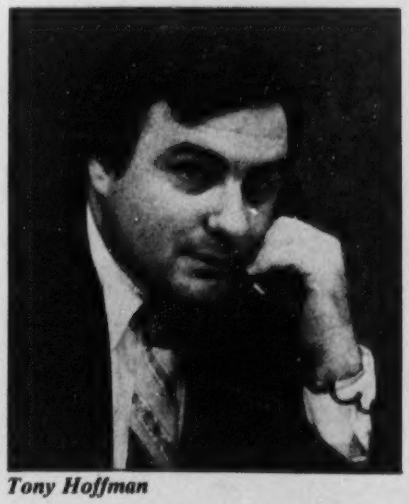
That is one reason why Morneault and some other analysts have revised their expectations of what constitutes a viable system. Whereas many industry watchers formerly anticipated operating margins in excess of 40 percent, with an average per sub, per month billing of $40 or more, Morneault says he considers a 30-33 percent margin respectable. Many analysts consider a $40 monthly billing average as unrealistic.

Anthony Hoffman of Cralin & Co., a venture capital firm, has long chided the industry for allowing itself to be caught up in the "promises, promises" syndrome in negotiations with city officials who, in some cases, either asked for, or were offered, the world. Now, Hoffman says, the trend has reversed; rather than pursue new franchises, some MSOs are selling off marginal systems, going into what he terms "a holding pattern—trying to derive reasonable profits from what they've got."

Continues Hoffman: "The industry is at the moment a little more confused than it thought it would be at this time. The lure of the big cities has proven to be a bit of a mirage. The invincibility of cable as the premier home entertainment medium is being called into question (due to DBS start-ups, etc.) And there are still franchising and rebuild cost questions in rural and suburban systems."

As a result, Hoffman says, "bottom-line performance (of MSOs) is almost totally dependent on where you are in new-builds and rebuilds. Ironically, MSOs that didn't get some of the big franchises are looking better than some that won."

Those saddled with the expenses of new urban builds, such as Warner Amex, are venturing in creative ways to finance construction, such as limited partnerships

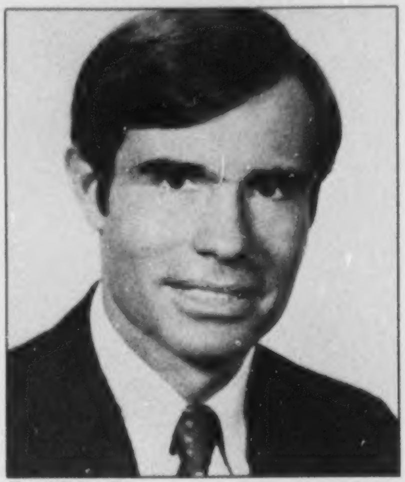


Tony Hoffman

rather than self-financing, Hoffman says. That way, the limited partners carry risk, reducing the burden of the MSO. Hoffman and others interviewed said limited partnerships increasingly will become a staple in the financing of cable new-builds and upgrades.

But heavy financial burdens raise the question of whether some firms might withdraw from franchise battles; Hoffman said some firms might walk away from Philadelphia and Chicago—unless they can be assured that much of the risk is borne by entrepreneur investors rather than the MSO alone.

Along with financial restructuring and an emphasis on marketing what they've got, MSOs also must redirect attention to studying what the consumer wants, rather than what cable officials think he or she wants, Hoffman said. "The industry for years has concentrated on what it can deliver," he said, maintaining that some of what cable can offer isn't really wanted by paying customers—and may not be economical to provide. With new competition from alternate technologies offering far fewer channels, the industry must persuade city fathers that, past promises notwithstanding, it just can't meet all the blue-sky expectations of the past. The cities, he maintains, "never asked citizens whether they wanted limited amount of channels for limited dollars"—precisely what Hoffman thinks would satisfy the majority of cable subscribers.



David Croll

Continuing the plateau

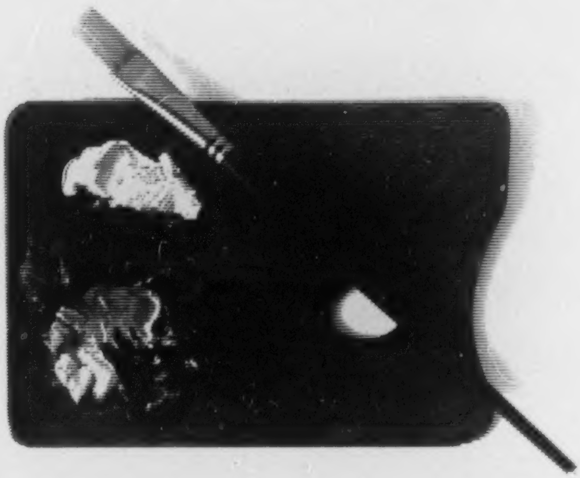
Phil Thoben, senior vice president, Firstmark Financial of Indianapolis, shares the view that the industry is continuing on a plateau. "There is some negativism (but) I'm still positive," he says. He sees continued growth in profit performance, but agrees that tougher economics has reduced acquisitions activity. That, he says, could lead to a comeback of sorts for smaller MSOs—which, in recent years, have been acquisition targets. Because of financial considerations, and concern over what's happing on the programming side, some larger MSOs won't be aggressively going after smaller systems as they have in the past, he says. Thoben also notes that merger, consolidation and a "shakeout" among programming services seems likely to continue: "It will take a lot of staying power for some to keep going." It may take the public some time to accept the harsh economic realities that may reduce their viewing choices, he says.

A mixed view comes from David Croll, managing partner of TA Associates, a venture capital firm in Boston. The financial community, he says, is becoming more "selective" in its cable dealings. "Large MSOs with uneconomic major urban franchises may fall out of favor," he maintains. Meanwhile, firms which have concentrated efforts in suburban and rural markets will be looked upon with greater favor. "It's what I call a two-tiered market," Croll says, borrowing a marketing phrase. "The financial community is drawing a line between (the two categories)."

Says Croll: "I'm more bullish than I ever was, when it comes to operators with the right kind of properties. But I'm staying away from the large, over-bid urban builds."

Although some analysts see a reduction in acquisitions, Croll predicts that major MSOs turning the corner will aggressively pursue independents. He also predicts further geographical clustering to achieve economies of scale; some of this will come about by system swaps, he says. And, like Morneault, Croll sees limited partnerships

Knowing what it is does not tell you how to use it.



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Croll sees the programming realm as the province of "big, well-capitalized players. The ones that have staying power and access to proprietary programming will make money. The also-rans will get killed." The also-rans are "the people who are not first in a programming niche that has strong consumer demand." The "shakeout," he says, is real and will continue, with under-capitalized players succumbing first.

Waiting out the recession

Mara Miesnieks, cable analyst with Smith Barney in New York, maintains that MSOs heavily involved in construction, whether new-build or upgrade, must endure a wait before they turn the corner. For some MSOs, that might not be for a couple of years, she says. "Hybrid operators"—those with interests other than cable—will enjoy better stock performance than "pure players," she maintains. But, analysts caution, stock performance is not always an indicator of bottom-line performance and may indeed run counter to it.

Miesnieks agrees with other analysts that the recession was not the industry's major problem. Construction costs and a shortfall in anticipated advertising revenues have more to do with less-than-expected returns, she maintains. The industry's plateau stage means fewer acquisitions; swapping may happen more frequently, she says.

On the programming side, Miesnieks agrees with others that cable programming must have "broad appeal." "I'm not trying to ring the death knell for narrowcasting, but someone with an idea is going to need some very deep pockets."

Harold Ewen, president of Communications Equity Associates in Tampa, Fla., deals with mergers and acquisitions and is bullish on the performance potential of smaller, rural, highly penetrated systems. DBS, he concedes, "certainly has some people concerned," especially as it impacts on small markets with high penetration but sparse channel capacity, with few premium or specialized programming services.

The looming threat of DBS may persuade operators of limited channel systems—even those satisfied with present operating margins—to upgrade, Ewen says. Most vulnerable to a potential DBS threat are 12-channel systems with only must carries and imported signals, and few satellite services. But, he adds, "in a rural marketplace, you don't need many satellite services for a system to be viable." Even with a programming shakeout, he maintains, there will be enough programming survivors to meet the industry's needs. For such small, highly penetrated systems, Ewen believes that 15 percent growth in cash flow annually is not an unrealistic expectation. But to maintain incremental growth in cash flow, he underscores, many systems must upgrade to satisfy subscriber desires in the face of coming alternate technologies. "DBS will have a tough time competing with (established) 35-channel cable systems," he says.

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Harold Ewen

A moderately bullish assessment of cable's performance comes from Chris Flor, assistant vice president at Heller-Oak in Chicago. While he hasn't discerned a major financial shift in the past six months, he maintains the industry has proven itself as "relatively recession proof"—despite shakeouts and a persistent churn problem, two things that have plagued the programming side. "The TV set seems to be the last to go in a household impacted by a recession," Flor said. "They may have cut down pay services from two to one, but they kept one."

That very phenomenon, some analysts comment, has meant big profits for highly penetrated systems and pay leaders (i.e., HBO) and shaky bottom lines for others not as fortunate. That is another reason why Flor joins other commentators in predicting that cable, like traditional broadcasting, will move toward broader-based programming, partially foresaking the "narrowcasting" philosophy that once drove the engines of the industry's image push. "There will always be innovative channels," says Flor, "but the bulk of the business is still being marketed to the Middle American TV watcher, the ones that don't have a home computer and are used to having a (relatively) small amount of programming" from which to choose.

Long term prospects

Several analysts maintain that a refocus on existing assets means greater attention must be paid to marketing. That, they say, should result in greater penetration and greater appeal of cable as a viable advertising vehicle. Charles Greene, president of AMCOM Inc. of Atlanta, a system broker, uses a railroad analogy: "We have built an enormous freight train, and we've got it loaded with 50 to 55 percent penetration in some markets. (Nielsen and Arbitron national penetration figures have yet to exceed 40 percent.) "In five years, we'll see penetration at around 65 to 70 percent, the equivalent to adding another 15 to 20 percent on a train that's already been built." Much of the additional cash flow will go toward helping the bottom line,

July, 1983

SOLD

GROUP W CABLE

Auburn, Leicester, Spencer
and Worcester, Massachusetts

Serving over 20,000 basic subscribers
and 10,000 pay T.V. subscribers

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

COMMUNICATIONS
EQUITY
ASSOCIATES

851 Lincoln Center • 5401 W. Kennedy Blvd.
Tampa, Florida 33609 • 813/877-8844

This notice appears as a matter of record only.
June 1983

Sold:

Cass Cable TV, Inc.

Serving Sanford, Siler City & Troy, North Carolina

Sale represents about
4,300 basic subscribers.
Gerry Zimmerman
assisted in the transaction.

DANIELS
& ASSOCIATES INC
2930 E. Third Avenue
Denver, Colorado 80206

Financial Services to the Cable Communications Industry.

Leading lenders to the cable industry

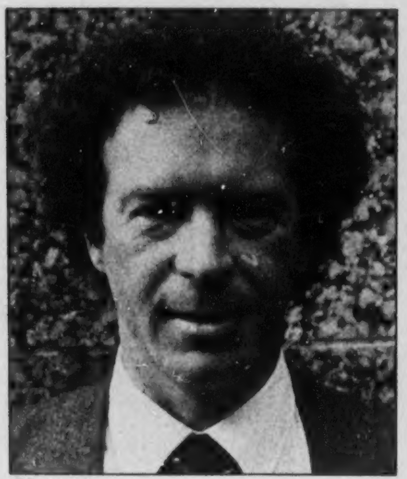
Based on outstandings at Dec. 31, 1982, in excess of $10 million

		Loan outstandings at December 31, (Net of participations and unfunded commitments)		
	Banks	**1982**	**1981**	**1980**
1.	Continental Illinois National Bank and Trust Co. of Chicago	$472,200,000	$240,000,000	$70,600,000
2.	Toronto-Dominion Bank	386,400,000	251,000,000	80,350,000
3.	Chase Manhattan Bank, N.A.	319,000,000	304,000,000	205,400,000
4.	First National Bank of Boston	285,000,000	185,000,000	138,442,000
5.	Bank of New York	211,000,000	104,700,000	55,900,000
6.	Manufacturers Hanover Trust Co.	178,260,000	186,870,000	44,735,000
7.	Citibank, N.A.	175,000,000	150,000,000	80,000,000
8.	Security Pacific National Bank	144,473,000	49,800,000	33,000,000
9.	First National Bank of Chicago	128,000,000	58,250,000	49,179,000
10.	Bankers Trust Co.	123,600,000	81,000,000	45,000,000
11.	National Bank of North America	115,000,000	90,000,000	74,000,000
12.	Interfirst Bank of Dallas	112,400,000	125,000,000	55,000,000
13.	Chemical Bank	99,225,000	22,280,000	22,200,000
14.	Bank of Montreal	95,000,000	50,000,000	N/A
15.	Provident National Bank	75,000,000	40,000,000	23,849,000
16.	Bank of New England, N.A.	71,773,000	45,603,000	11,600,000
17.	Wells Fargo Bank, N.A.	70,000,000	65,000,000	58,500,000
18.	American Security Bank, N.A.	69,130,000	47,000,000	26,800,000
19.	Philadelphia National Bank	65,900,000	50,500,000	20,500,000
20.	Bank of America NT & SA	58,000,000	35,000,000	16,835,000
21.	First Interstate Bank of California	52,000,000	16,530,000	7,100,000
22.	Republic Bank Dallas, N.A.	48,700,000	23,500,000	15,000,000
23.	Huntington Bank of Northeast Ohio (a)	48,000,000	44,500,000	33,221,000
24.	Fleet National Bank	45,000,000	35,000,000	30,000,000
25.	Connecticut National Bank (b)	44,400,000	26,500,000	17,300,000
26.	Bank of California	42,100,000	33,928,000	9,949,000
27	Fidelity Bank	40,473,000	51,500,000	42,000,000
28	First Wisconsin National Bank of Milwaukee	40,400,000	25,200,000	10,300,000
29.	Connecticut Bank and Trust Co.	32,000,000	24,000,000	25,000,000
30.	Pittsburgh National Bank	32,000,000	26,162,000	14,800,000
31.	United States Trust Co. of New York	26,300,000	24,600,000	18,500,000
32.	Lincoln First Bank, N.A.	25,300,000	5,900,000	N/A
33.	Crocker National Bank	23,000,000	N/A	N/A
34.	Society National Bank	23,000,000	20,000,000	N/A
35.	Merchants National Bank & Trust Co.	22,000,000	13,200,000	12,000,000
36.	Intrawest Bank of Denver	20,169,000	12,886,000	4,422,000
37.	First National Bank of Fort Worth	19,500,000	23,167,000	6,620,000
38.	Comerica Bank - Detroit	19,200,000	N/A	N/A
39.	First Union National Bank of Charlotte	16,800,000	N/A	N/A
40.	First National Bank of Maryland	16,400,000	N/A	N/A
41.	United Virginia Bank	15,314,000	0	N/A
42.	State Street Bank & Trust Co.	14,186,000	7,315,000	N/A
43.	First National Bank of Minneapolis	10,775,000	10,191,000	7,621,000
44.	Manufacturers National Bank of Detroit	10,560,000	7,450,000	N/A
		$3,941,878,000	$2,612,532,000	$1,365,723,000

(a) Formerly Union Commerce Bank
(b) Formerly Hartford National Bank

	Intermediate term lenders			
1.	Barclays American/Business Credit Inc.	$40,600,000	$42,000,000	$53,000,000
2.	Firstmark Financial Corp.	34,000,000	38,000,000	39,100,000
3.	Heller-Oak Communications Finance Corp.	30,350,000	30,650,000	35,000,000
4.	Becker Communications Associates	6,850,000	10,600,000	13,900,000
		$111,800,000	$121,250,000	$141,000,000
	Insurance Companies			
1.	John Hancock Mutual Life Insurance Co.	$173,000,000	$186,000,000	$180,000,000
2.	Aetna Life Insurance Co.	168,500,000	141,730,000	114,203,000
3.	Teachers Insurance and Annuity Association of America	167,985,000	148,830,000	154,000,000
4.	Mutual Life Insurance Co. of New York	111,000,000	118,000,000	102,100,000
5.	Travelers Insurance Co.	105,000,000	87,100,000	87,750,000
6.	Equitable Life Assurance Society	71,159,000	44,754,000	50,079,000
7.	Massachusetts Mutual Life Insurance Co.	55,000,000	60,000,000	68,000,000
8.	CIGNA	43,000,000	25,000,000	27,600,000
9.	Connecticut Mutual Life Insurance Co.	25,600,000	25,200,000	27,300,000
10.	Home Life Insurance Co.	22,000,000	32,000,000	37,043,000
11.	Phoenix Mutual Life Insurance Co.	15,304,000	16,132,000	18,391,000
12.	Union Mutual Life Insurance Co.	11,649,000	11,411,000	11,378,000
		$969,977,000	$896,157,000	$877,844,000
	TOTAL	**$5,022,875,000**	**$3,629,939,000**	**$2,384,567,000**

Source: A.G. Becker Paribas Inc.



Chris Flor

Greene said, and that is why he is "very bullish" on long-term cable prospects.

Kevan Fight, a division manager at Cleveland's Society Bank, believes that recent times have proven the industry recession "resistant." Economic conditions affected the pay- and ad-supported programming side of the business more than the system side, resulting in greater churn and a reduction in multipay. Thus, systems with good penetration levels and high reliance on basic service did relatively well, while urban markets and programmers suffered disproportionately. On the programming side, he says, that means "more losers than winners." But less players, he maintained, also could mean better programming due to economies of scale.

Also among the bullish analysts is Barbara Dalton Russell, vice president, Prudential-Bache in New York. She has predicted $6 billion in overall industry revenues this year, up from $4.5 billion last year. She maintains last year's predictions were met, and that "we're on target" this year. She predicts cable ad revenues of $300 million. Dalton Russell maintains that high interest rates did indeed have a significant impact on MSO bottom lines, and that the leveling off has reduced a squeeze on margins. But she concedes that economic factors have "stymied" the growth of pay and other programming services.

Dalton Russell agrees that some MSOs have fared better than others. She cited Storer and Warner Amex as two firms burdened by major new-builds, while TCI, which has stuck to smaller markets, enjoyed solid performance in her view. She sees ongoing consolidation and clustering, but maintains that rural operators with healthy margins will hold onto their properties: "It's unrealistic to expect there won't be a lot of small, rural operators. They run very profitable operations."

Daniels & Associates Senior Vice President Hugh McColloh also counts among the bullish. He cites improving economic conditions, stabilizing interest rates and a move toward limited partnership for financing as key reasons for his

Credit Protection Association, Inc.

The nation's leading bad debt collection and convertor recovery service designed specifically for the CATV industry.

There must be a reason why cable systems in 49 states, representing over 13.5 million subscribers, use our service.

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Box 402068
Dallas, TX 75240

Toll Free Number:
1-800-527-CASH

In Texas, Call Collect
214-233-1005

This notice appears as a matter of record only.
June 1983

Clark County Cablevision Ltd.

Serving Jeffersonville, Clarksville, Sellersburg,
Charlestown and portions of Clark County, Indiana.

A limited partnership, managed by Daniels & Associates Inc.,
has obtained financing to retire seller-carried notes, in an amount up to:

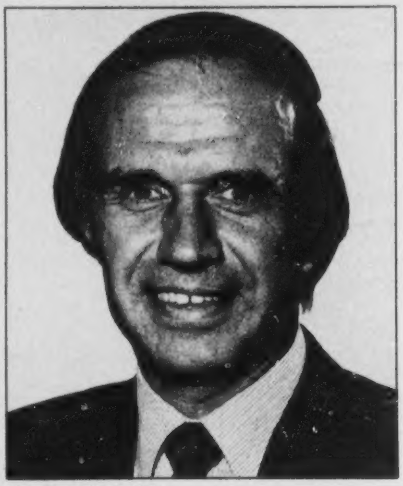
$6,500,000

From Society National Bank, Cleveland, Ohio.

Jay Busch
assisted in the transaction.

DANIELS
& ASSOCIATES INC
2930 E. Third Avenue
Denver, Colorado 80206

Financial Services to the Cable Communications Industry.



Hugh McCulloh

confidence. As for programming shakeouts, he takes a sanguine view: "If there's a weak programmer that bites the dust, that will not have a negative impact on the cable industry. If one goes belly up, (the operator) will take something else... The weaker are going to fall by the wayside in any business. By weak, I mean they didn't have a product in high demand... as time goes on, the trend will be away from quantity to quality. There may be room or demand for one dozen services or so, exclusive of pay channels."

Cralin's Hoffman, however, counsels against such unbridled optimism, saying that "unabashed enthusiasm" and the unrealistic expectations it sometimes spawns could spell disaster for the industry. Instead, he advises the industry to scale back both on expectations and offerings and look to satisfying subscriber's real needs—not the industry's perception of what subs need or want.

—Victor Livingston

Information network

Futurex to bypass standard personal computer market by connecting to cable

SACRAMENTO—Futurex, a Jones International subsidiary, plans to test a cable-based games and information network later this year, according to Futurex President Dan Morris. Using a Jones-designed home terminal unit, the service will bypass the standard personal computer market by connecting directly to a consumer's TV set and cable.

Each unit will be equipped with a microprocessor, giving it the capability to store downloaded software and provide interactive services. The Futurex service can use either two-way or one-way cable. In the case of one-way systems, the service

June 30, 1983

Urbana Cable Television, Inc.
a wholly owned subsidiary of
Communication Corp. of America
has acquired the assets of
C & A Cablevision
a CATV system serving the communities of
West Liberty, and Mechanicsburg, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations.

THE TED HEPBURN COMPANY

P.O. Box 42401, Cincinnati, OH 45242 (513) 791-8730

CABLE TV • RADIO • TV
CONSULTANTS
BROKERS
ACQUISITIONS • MERGERS

Lester Kamin & Co.

(713) 957-0310

2020 N Loop West • Suite 260
Houston, TX 77018

Cable stats

National cable advertising

This chart lists national advertising sales by the basic cable networks during June 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (N)*
Lennex (N)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Philip Morris (R)
Pro-Line (R)
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
Wrigley's (R)

C-SPAN
Getty Oil (N)
Merrill Lynch (R)

CBN Cable Network
American Home Products (R)
Armour-Dial (R)
ASP International (N)*
Carter-Wallace (R)
Emerson Electric (N)
Golden Eagles (N)*
Harest Maid (N)*
Hunt-Wesson (R)
J.C. Penney (R)
Richardson-Vick (R)
Rubbermaid (R)

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP) .	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers .	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable ..	58.1%

Figures are as of May 31, 1983

Source: ICR, Cable Information Service—a Titsch Communications division

Tonka Toys (N)
Toshiba (N)*

CNN
Canon (R)
Clorox (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Emerson Radio (N)
Esmark (R)
General Foods (R)
Gillespie Refinishing (N)*
J.C. Penney (R)
Lipton (R)
Norelco (R)
Ralston Purina (R)
Seagram's (N)
Sears (R)
Tennessee Military Academy (N)*
Warner Lambert (R)
Winn Dixie (R)
Wrigley's (R)

CNN Headline News
Aloe (N)
Amway (R)
Bike (R)
Clorox (R)
Coca Cola (R)
Colonial Penn Insurance (R)
Dow Jones (R)
Dunlop (R)
Duracell (R)
Ford (R)
General Mills (R)
General Motors (R)
Ginsu (R)
Jeffrey Martin (R)
Lennox (R)
Phillips Petroleum (R)
Radio Shack (R)
Time Inc. (R)
Union Carbide (R)
Urban General (R)
Vitamix (R)
Wausau Insurance (R)
Weed Eater (R)
Winn Dixie (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (N)
General Mills (N)
General Motors (N)

Daytime
Ace Hardware (N)
Allied Corp. (R)
American Cyanamid (N)
American Egg Board (N)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (N)
Bandai America (R)
Boehringer/Inglheirn (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
Ethan Allen (N)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kraft (R)
Leggs (R)
Levelor (N)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Pictures (N)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Charles Schwab (N)
Golf Digest (N)
Hilton Hotels (R)
Smithsonian (N)
Standard & Poor's (R)
Waldorf-Astoria (R)
Working Woman Magazine (N)

ESPN
Armor All (R)
Arthur Smith Fishing Tournament (N)*
Bass Anglers Sportsman Society (N)*
Block Drug (R)
Borden's (R)
Cambridge (N)*
Castrol (R)
Certainteed (N)
Coca-Cola (R)
Combe (R)
CRC Inc. (N)*
David Crystal (N)*
Dow Jones (R)
Ektelon (R)
Foot Joy (R)
Gatorbait (N)
General Foods (R)
General Motors (R)
Golf Magazine (N)
HBO (Cinemax) (R)
J. B. Edwards (N)*
M & M Mars (N)
Ryder Trucks (N)
S.C. Johnson (R)
SCM (N)
Sears (R)
Sounder Sports (N)*
Sports Illustrated (R)
Super 8 Motel (R)
Tenneco (R)
Texaco (N)
Trustworthy Hardware (N)*
Universal Pictures (N)

Financial News Network
Ace Hardware (N)
American Monetary Association (R)
Andrew Peck (R)
Argentex (N)
Aristocrat Inn (N)
Artmark Sculptures (R)
Business Week (N)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab and Co. (R)
Clayton Brokerage (N)*
Clayton, Brown & Associates (N)
Colonial Penn Life Insurance (N)
Commodities (R)
Dean Witter (N)
Dial Media (R)
Discount Plus Commodities (N)
Dow Jones (R)
Economy Research Ltd. (R)
Falcon Securities (R)
The Finer Edge (N)*
Fisher Stereo (R)
FXC (R)
G.E. Credit Corp. (N)
General Motors (R)
INC Magazine (R)
Inter/Car Leasing (R)
International Trading Group (R)
Investment Metals International (N)
Keystone Mines (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
Novation Corp. (R)
OTC Review (R)
Paulson Investment (R)
Penny Stock Journal (N)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (N)
The Saturday Review (N)
Savings and Loan Association (R)
Sharper Image (N)
Smythe Wheatly (N)*
Standard and Poor's (R)
Stock Market Cycles (R)
Tandy Corp. (R)
Tennis Magazine (R)
Technology Illustrated (R)
Ultimate Exercise (N)
United Business Services (R)
Value Line (N)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)
Zond Systems (N)

MSN
Arkla (Family Gym Equipment) (N)
The Bradford Exchange (N)
General Foods (R)
MCP Pectin (R)
Norwegin-American Cruise Lines (R)
Scandinavian Airlines (R)
Schering (R)
Soap and Detergent Association (N)*
Swedish Tour Board (R)
Volvo (R)
Worldbook/Childcraft (R)

The Nashville Network
American Home Products (N)
Bradford Exchange (R)
CBS Records (N)
Chrysler (R)
Eastman Kodak (R)
Ford (R)
General Motors (R)
Global Life & Accident Insurance (R)
Gusto Records (R)
International Broadcasting (R)
Kraft (N)
Lorillard (N)
Pickwick (N)
Reynold's Industries (N)*
Silver Spur Records (N)*
Stroh (R)
Suffolk Marketing (R)
Time Inc. (R)
Vista Marketing (R)
Westwood Promotions (R)
The Weather Channel (N)

SIN
Anheuser-Busch (R)
Bendix (R)
Procter & Gamble (R)
S.C. Johnson (R)
Sears (R)
Texize (R)
Twentieth Century-Fox (R)
Universal Pictures (R)

SNC
American Motors (R)
Clorox (R)
Eastman Kodak (R)
ESPN (N)
Ford (R)
Franklin Mint (N)
General Motors (R)
Jeffrey Martin (R)
Lennox (R)
National Express (R)
Nashville Network (N)
Pfizer (R)
Phillips Petroleum (R)
Ralston Purina (R)
Searle (N)
Sports Illustrated (N)
Time Inc. (R)
Vista Marketing (R)
The Weather Channel (N)

SPN
Blue Ribbon Downs (N)*
Bridgestone Tires (N)
Continental Airlines (N)
Eastman Kodak (N)
Golfaps (N)*
Hoover (N)
JVC (N)
MGM/UA (N)
MPI Printers (N)*
Pan Am (N)
Standard & Poor's (N)

TeleFrance
Chanel (R)
Metropolitan Opera Guild (R)
TV Guide (N)
U.S. News & World Report (R)

USA Network
Allen Products (N)
American Edd Board (N)
Armour-Dial (R)
CRC Inc. (N)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (R)
Communications Workers of America (R)
Dannon (R)

Cable stats

Del Monte (N)
Duracell (R)
Eastman Kodak (R)
Epson America (N)
Foodways National (R) Ford (R)
General Mills (R)
General Motors (R)
Globe Insurance (N)
Goodyear (R)
HBO (Cinemax) (N)
Hyatt Hotels (R)
J.K. Sports (N)
Johnson & Johnson (R)
Kellogg's (R)
Kikkoman (N)
Kimberly-Clark (R)
Lever Brothers (R)
Levi Strauss (R)
Mattel (R)
Mobile (R)
Nestle (R)
New American Publishing (N)
Noxell (R)
Orion Pictures (R)
Philip Morris (R)
Phillips Petroleum (R)
Playtex (R)
Quaker Oats (N)
Reynolds Metals (R)
Seagram's (R)
Sears (N)
Sorbothane (R)
Tenneco (N)
Thompson Medical (R)
Toyota (R)
Twentieth Century-Fox (N)
Universal Pictures (N)
Volkswagen (R)
Warner Communications (R)
Warner Lambert (R)
Weber Grills (N)
Weed Eater (R)
Wrigley's (R)

The Weather Channel
American Motors (R)
ANCO (R)
Beaird -Poulan (N)
California Tree Fruit (R)
Champion Spark Plugs (R)
Chevrolet (R)
Eastman Kodak (R)
Haggar (N)
Hyatt Hotels (R)
Lennox Industries (R)
London Fog (R)
Phillips Petroleum (R)
Procter & Gamble (N)
Scott Paper (R)
Shell (R)
Union Carbide (R)
United Airlines (R)
Whirlpool (R)

WTBS
Allen Products (R)
American Cyanamid (R)
American Home Magazine (R)
Armour-Dial (R)
Block Drug (R)
Campbell's Soup (R)
Cambridge (N)*
CBS Records (R)
Chevrolet (R)
Coca-Cola (R)
Coors (R)
Dow Chemical (R)
Ex-Lax (R)
Firestone (R)
Florida Citrus (R)
Globe Insurance (R)
Goodyear (R)
Johnson & Johnson (R)
K-Tel (R)
Lipton (R)
Nylint Toys (R)
Procter & Gamble (R)
Shasta (R)
Stroh's (R)
Uniden (R)

* New to network advertising
R denotes renewal client.
N denotes new client.
Source: ICR, Cable Information Service —a Titsch Communications division.

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 4/30
ACSN: The Learning Channel	445	3,419,642	+9.09
AP News Cable	445	4,700,000	NA
ARTS (Hearst/ABC)	1,839	11,000,000	+13.6
Black Entertainment Television (BET)	207	4,259,079	+3.5
Cable Health Network (CHN)	1,155	12,000,000	+9.4
Cable News Network (CNN)	3,501	19,992,000	NC
CNN Headline News	524	4,234,761	+4.25
C-SPAN America's Network	1,000	13,000,000	NC (1/83)
CBN Cable Network	3,976	21,282,000	+1.69
Country Music Television	27	1,200,000	NA
Daytime (Hearst/ABC)	702	9,500,000	+3.15
Dow Jones Cable News	120	1,260,000	NC
Electronic Program Guide (EPG)	75	1,109,464	NC (12/82)
Entertainment and Sports Programming Network (ESPN)	6,075	23,051,554	+4.34
Eternal Word Television Network (EWTN)	93	1,611,000	+67
Financial News Network(FNN)	756	7,704,527	NC (1/83)
Modern Satellite Network (MSN)	494	7,681,300	+1.30
Music Television (MTV)	1,650	13,500,000	NC
The Nashville Network (TNN)	901	7,500,000	NC
National Christian Network (NCN)	93	1,451,647	NC
National Jewish Television (NJTV)	114	2,446,735	NC (2/83)
Nickelodeon	2,625	12,750,000	NC
PTL Satellite Network	750	7,600,000	+13
Reuters Monitor Service	NA	NA	NA
Reuters News View	375	3,500,000	NC (8/82)
Satellite News Channel (SNC)	612	6,500,000	+12
Satellite Programming Network (SPN)	431	6,903,095	+2.31
SIN Television Network[2]	215	25,713,800	NC (5/83)
Trinity Broadcasting Network	255	3,105,000	+5
UPI NewsCable	500	NA	NA
USA Network	3,500	18,300,000	+4
The Weather Channel	940	9,200,000	NC (6/83)
WGN	3,976	11,084,783	NC (11/82)
WOR[3]	737	4,038,289	-18
WTBS	5,302	25,823,000	NC (3/83)
Satellite-fed basic audio services			
KKGO-FM	10	700,000	+85
Lifestyle	127	1,066,400	+6
Moody Bible	23	316,723	NC
Satellite Radio Network[4]	50	400,000	NA
SCAN	12	108,000	NC
WFMT	168	912,997	NC (12/82)
Satellite-fed pay services			
Bravo	90	125,000	NC (5/83)
Cinemax	1,800	2,500,000	NC (5/83)
The Disney Channel[5]	726	200,000	NC
EROS	22	200,000	NC (2/83)
GalaVision[2]	180	125,000	+3.2
Home Box Office (HBO)	5,000	12,500,000	NC
Home Theater Network (HTN)	325	170,000	NC (1/83)
The Movie Channel (TMC)	2,600	2,500,000	+4
The Playboy Channel	275	500,000	NC
Showtime	2,400	4,100,000	NC (4/83)
Spotlight	234	750,000	NC (3/83)
Regional entertainment services			
Atlanta Interfaith	7	120,000	NC
Atlantis Entertainment Network	5	9,800	NC (4/83)
Bay Area Religious Channel (BARC)	34	200,000	NC (3/83)
Buffalo Sabres Hockey	9	325,000	NC (2/83)
Festival-The Texas Cable Network	1	110,000	-15.2

Regional entertainment services	Affiliates	Subscribers	% change in subs from 4/30
Home Sports Entertainment (Dallas)	NA	NA	NA
Home Sports Entertainment (Houston)	5	85,000	NA
Home Sports Entertainment (Pittsburgh)	NA	NA	NA
Life Newsvision (Chicago Suburbs)	4	11,000	+9
Madison Square Garden	49	1,400,000	NC (4/83)
Newsday Cable	1	190,000	NC (4/83)
PRISM-Philadelphia	87	350,000	+1.42
Sonics Superchannel	10	23,500	NC (4/83)
SportsChannel (New England)	34	20,000	NC (2/83)
SportsChannel (New York)	32	273,445	NC
SportsVision[4]	10	10,000	NC
Video Music Channel	4	102,000	NC
Z-Channel	17	90,229	+17.7

Announced regional services	Expected launch
Box Seat	1/84
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Supersports Network	TBA
TeleScripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services	Expected launch
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	TBA
The Channel Black	3rd quarter 1983
Comedy Entertainment Network Telecommunications Station (CENTS)	9/20/83
The Community Channel	TBA
Episcopal TV Network	TBA
Kidvid Network	1/84
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Rock 24 (Lewmark Productions)	TBA
Satellite News Channel II	4th quarter 1983
The Silent Network	early fall 1983
Sitcom Channel	1st quarter 1985
SolarVision	Fall 1983
The Sports Network (Group W)	April 1984
Sunshine Cable	2nd quarter 1983
Video Concert Hall	TBA
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 6/30/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1] Denotes new service to the chart.
[2] Total SIN reach. Total Spanish-speaking households: 3,199,100
[3] Recount of subscribers and/or affiliates.
[4] Cable subscribers only.
[5] Figures are company approximations; actual count is higher.

Source: ICR, Cable Information Service—a Titsch Communications division.

MOUNTAIN STATES LEGAL FOUNDATION

- Judge dismisses Denver cable challenge
- Hauser and partners move to acquire Artec
- McKinney named Mass Media chief
- More mixed results from quarterly reports

CableVision

The news and features weekly of the cable television industry August 8, 1983 $3.00

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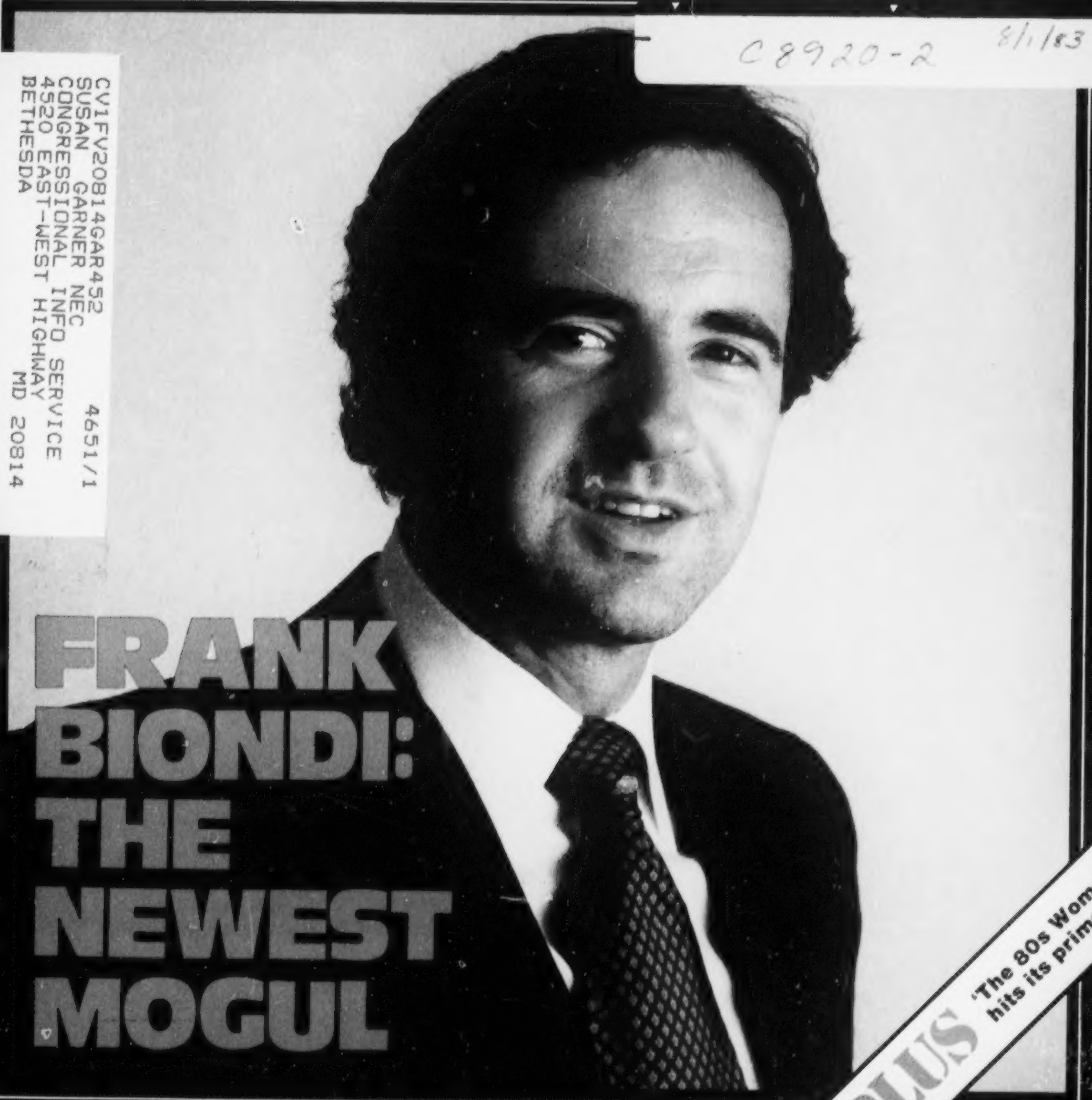

FRANK BIONDI: THE NEWEST MOGUL

PLUS 'The 80s Woman' hits its prime

CableVision

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Gustave Hauser

Hauser's interest in Artec

Gustave Hauser, former chairman and chief executive officer of Warner Amex Cable, moves to acquire an interest in Arlington Telecommunications Corp. of Virginia through his affiliate company, Hauser Communications. **Leading the week, pages 17-20.**

Mile Hi challenge dismissed

Judge rules Mountain States Legal Foundation lacks standing to file suit against Mile Hi Cablevision. **Leading the week, pages 17-20.**

New Publisher for 'TV-Cable'

Time Inc.'s *TV-Cable Week* gets a new publisher, just four months after its debut to a handful of cable systems. The move came after officials of the magazine confirmed that major editorial changes are in the works. **Leading the week, pages 17-20.**

More quarterly reports

More quarterly figures come in from industry players and results continue mixed: losses at Storer and Warner Communications, profit declines at Times Mirror, and gains at Centel and Adams-Russell. **Leading the week, pages 17-20.**

Diana Ross' 'rain' reviews

Neither rain nor lightning nor unruly crowd members nor a day's delay stopped Showtime and Paramount Video from presenting Diana Ross' live concert in Central Park. The rainout resulted in a torrent of publicity for the number two pay service. **Leading the week, pages 17-20.**

EventTeleVision expects KO

EventTeleVision, the combined pay-per-view effort of major MSOs, expects a knockout performance for systems that carry its initial offering, a Sept. 9 fight card. **Leading the week, pages 17-20.**

Bingo, bingo

Offered on LO channel, *Cablevision Bingo* revamps strategy to make game more attractive to subscribers. **Page 25.**

Kids read TV stories

Canada's Genesis Research Corp. introduces Storytime, computer-generated children's tales, to U.S. market. **Page 25.**

Atlantic City may rebuild

If Cablentertainment's agreement to buy system is approved, rebuilding could ensue by year end. **Page 43.**

Tribune's employee training

Tribune Cable Communications has joined the growing ranks of MSOs, instituting corporatewide training programs. **Page 43.**

Gauging local viewership

Long Island-based Information and Analysis is measuring basic channel viewership via telephone surveys. **Page 50.**

Slashing time, costs

McCourt Cable Systems is melding techniques, using "rock saw" pavement cutter and Integral's conduit, to rapidly wire Boston's 800-mile system. **Page 51.**

FCC Mass Media chief named

James McKinney, self-proclaimed "video freak," is appointed. **Page 52.**

About the cover

Frank Biondi, president and CEO of Home Box Office Inc., is interviewed by Jeri Baker in this week's *CableVision Plus*.

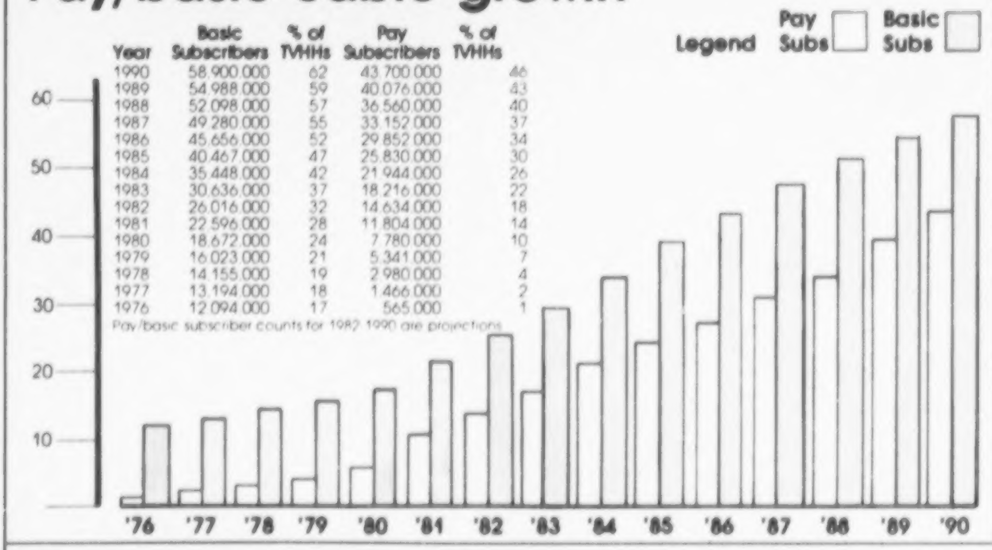
This week in PLUS

The prerequisites for movie moguldom have changed. Today's mogul can live and work in New York—for a pay TV company, like Frank Biondi does. *Plus* examines the rise to power of Biondi and his company. HBO's deals with Columbia and with Orion/Filmways, its role in the TriStar Pictures joint venture and its forming of Silver Screen Partners has given the company—and Biondi—its current sway. Stay tuned for Biondi's next moves. . . . As a talk show host who doesn't watch TV, Barbara Feldon seems to be convincing other women to watch cable. The amount of time and thought that Feldon and the staff of Daytime's *The 80s Woman* put into the show is unheard of on broadcast. And the effort comes through. Daytime claims to be attracting new viewers to cable with programming like *The 80s Woman*. This fall when the show airs at night, it hopes to reach men, too. **Pages 27-42.**

Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	26.016.000	32	14.634.000	18
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Film product comparison—August

Film	Pay Networks					Distributor
A Challenge For Robin Hood	HBO					Warner Bros
A Piece Of The Action				HTN		Warner Bros
Absence of Malice	(HBO)				C	Columbia
Adventures Of The Wilderness Family, Part II	(HBO)	ST*				Simcom
Agency			TMC			Viacom
All The Marbles		(ST)	TMC		(C)	MGM/UA
The Amateur	(HBO)	(ST)	TMC*			20th Century-Fox
And Now For Something Completely Different					C*	Columbia
Angel of H.E.A.T.		(ST)			C*	Carolco
Another Man, Another Chance					C*	MGM/UA
Arthur	HBO*	ST	TMC*	HTN*		Warner Bros
Baby Blue Marine				HTN	C*	Columbia
The Bad News Bears	(HBO)	ST				Paramount
Ball Of Fire					C	Samuel Goldwyn Co
Barbarosa	HBO				(C)	ITC
Beach Girls		ST*	TMC*		C*	Crown International
Bear Island					C	Selkirk
The Best Little Whorehouse In Texas	HBO	ST	TMC			Universal
The Betsy		ST*			(C)	Lorimar
Black Beauty		ST		(HTN)		Paramount
Body And Soul		ST				Viacom
Body Heat	HBO		(TMC)			Warner Bros
The Boogey Man			TMC			Group S
The Boss's Son			TMC			Boss's Son Prod
Breaking Away		ST	TMC		C	20th Century-Fox
Brimstone And Treacle			TMC			MGM/UA
Buddy Buddy		ST			(C)	MGM/UA
Can You Keep It Up For A Week?		ST				Miramax
Cannery Row	(HBO)		(TMC)	HTN		MGM/UA
Cat People	HBO*	(ST)	(TMC)			Universal
Catastrophe					C	Viacom
Challenge To Be Free	(HBO)	ST*				Simcom
Chariots Of Fire	(HBO)	(ST)	(TMC)	HTN*		Warner Bros
Charlie Chan And the Curse Of The Dragon Queen					C	HBO
Cheech And Chong's Nice Dreams	(HBO)				C	Columbia
The Chinese Typewriter				HTN		Universal
Circle Of Two			TMC		(C)	WW Entertainment
Cold River	HBO					Jensen Farley
The Cowboy And The Lady					C	Samuel Goldwyn Co
Cyrano De Bergerac			TMC			Corinth
Danny				HTN*		Castle Hill
Death Valley		(ST)	TMC			Universal
The Deer Hunter	HBO					Universal
Diner		ST*	TMC		(C)	MGM/UA
Don't Cry, It's Only Thunder				HTN		Sanrio
Double Exposure		ST*	(TMC)			Crown International
80 Steps To Jonah				HTN		Warner Bros
Enter The Ninja					C	Viacom
Fallen Angel					C	Columbia
The Fiendish Plot Of Dr. Fu Manchu			TMC			Warner Bros
Fighting Back	HBO*	(ST)	(TMC)			Paramount
Final Exam		ST				Embassy
Firecracker		ST				New World
Firefox	HBO	ST	TMC	HTN		Warner Bros
First Monday In October		ST	(TMC)	(HTN)		Paramount
The Fog					C	Embassy
Forbidden Zone			TMC*			Samuel Goldwyn Co
Force Ten From Navarone	HBO				(C)	Orion
Foul Play		ST				Paramount
Freedom Road					C	Worldvision
The French Lieutenant's Woman			TMC		(C)	MGM/UA
Funeral Home		(ST)	TMC		(C)	Wescom
Ghost Story		ST				Universal
Girl Can't Help It				HTN		20th Century-Fox
The Goldwyn Follies		ST*				Samuel Goldwyn Co
Grease "	(HBO)	(ST)	TMC*			Paramount
The Great Caruso		ST				MGM/UA
The Great Sinner		ST*				MGM/UA
Gregory's Girl	HBO	ST	TMC			Samuel Goldwyn Co
Gunn				HTN*		Paramount
Halls Of Montezuma					C*	20th Century-Fox
The Hanging Tree			(TMC)		C	Warner Bros
Hank Williams The Show He Never Gave	HBO					Jensen Farley
Harry's War	(HBO)		TMC			Sunn-Classic
Haywire	HBO*					Warner Bros
Heartaches	HBO					MPM
Heaven's Gate			TMC			MGM/UA
Heavy Metal	HBO					Columbia
Heidi					C	Viacom
Hell Night			TMC*			Compass International
Her Twelve Men		ST*				MGM/UA
Hey Good Lookin'			TMC*			Warner Bros
High Risk		(ST)	TMC			Viacom
Hit!		ST				Paramount
H.O.T.S.					C*	Blum Group
The Hollywood Knights					C*	Columbia
Homework		ST	TMC			Universal
The Hounds Of Notre-Dame			TMC*			Atlantic
The House Where Evil Dwells	HBO*	(ST)	(TMC)			MGM/UA
Humongous	(HBO)	ST				Embassy
Hurricane					C*	Samuel Goldwyn Co
I Ought To Be In Pictures	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
I Wake Up Screaming				HTN		20th Century-Fox
Improper Channels					C	Crown International
Inglorious Bastards	HBO*					HBO
Intruder In The Dust		ST*				MGM/UA
Jabberwocky			(TMC)		C*	Almi Group
Jekyll And Hyde . . . Together Again	HBO	ST	TMC			Paramount
Journey Out Of Darkness					C	BEF
Lady Chatterly's Lover		(ST)	(TMC)		C	Viacom
The Last American Virgin	HBO	ST	TMC			Viacom
Le Sex Shop					C*	Castle Hill
Looker	HBO	(ST)	TMC	(HTN)		Warner Bros
Lookin' To Get Out	HBO*		(TMC)			Lorimar
Lovespell			TMC			Castle Hill
Love Trap		ST				Satori
Lunch Wagon		(ST)	TMC		(C)	Seymour Borde
The Magnificant Dope				HTN		20th Century-Fox
Making Love	(HBO)	ST	(TMC)			20th Century-Fox
Mary White			TMC*			Hal Brown
Megaforce					C*	HBO
The Missionary	HBO		TMC			Columbia
Mommie Dearest	HBO	ST	(TMC)			Paramount
Monty Python Live At The Hollywood Bowl			TMC		C	Columbia
Moonshine County Express			TMC		C*	Viacom
Moscow Does Not Believe In Tears			TMC	(HTN)	(C)	SMA Entertainment
The Mouse And His Child	HBO					Sanrio
The Music Man	HBO	(ST)	(TMC)			Warner Bros
My Champion		ST			C	Film Gallery
My Pallikari			TMC	(HTN)		Thorn EMI
Nana		ST				Samuel Goldwyn Co
Neighbors	(HBO)				C*	Columbia
Night Of The Juggler					C	GCC
Night Shift	HBO	ST	TMC			Warner Bros
Nobody's Perfekt	(HBO)			HTN		Columbia
Nosferatu The Vampyre					C	20th Century-Fox
O Lucky Man			TMC			Warner Bros
Oh, God!	(HBO)		(TMC)	HTN		Warner Bros
Once In Paris			TMC	HTN*		Atlantic

Cable stats

Film	Pay Networks					Distributor
One On One		ST	TMC			Warner Bros
The Optimists				HTN*		Paramount
Outland	HBO	ST*	(TMC)	HTN		Warner Bros
Paternity	(HBO)	ST*		(HTN)		Paramount
People Will Talk				HTN		20th Century-Fox
Penitentiary II	HBO*	ST*				MGM/UA
The Pied Piper				HTN*		Paramount
The Pirate Movie	(HBO)	ST*	TMC*	HTN		20th Century-Fox
The Postman Always Rings Twice	(HBO)	ST				Lorimar
The Pride Of The Yankees					C*	Samuel Goldwyn Co
Prom Night					C	Embassy
Race For Your Life, Charlie Brown		ST				Paramount
Ragtime	(HBO)				C*	HBO
Real Glory					C	Samuel Goldwyn Co
Rocky III	(HBO)	(ST)	TMC*	(HTN)	(C)	MGM/UA
Rollercoaster				HTN		Universal
Royal Wedding			TMC			Corinth
Ruckus	HBO*		(TMC)	(HTN)		Wrightwood
The Runner Stumbles					C	Viacom
The Secret of NIMH		ST	TMC	HTN		MGM/UA
The Secret Policeman's Other Ball		(ST)	(TMC)		C*	20th Century-Fox
Seven Thieves				HTN		20th Century-Fox
Sgt. Pepper's Lonely Hearts Club Band			TMC*	(HTN)		Universal
Sharkey's Machine	(HBO)	ST				Warner Bros
Shoot The Moon	(HBO)	(ST)	TMC*			MGM/UA
Six Pack	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
The Slipper And The Rose			TMC			Universal
Smokey And The Bandit	HBO	ST	(TMC)		(C)	Universal
So Long At The Fair					C	Janus
The Soldier	HBO*		(TMC)			Embassy
Southern Comfort	(HBO)	ST*			(C)	Atlantic
Sparrow				HTN		Castle Hill
Star Wars	HBO	(ST)	(TMC)	(HTN)		20th Century-Fox
Strange Behavior		(ST)	TMC		C	WW Entertainment
Summer Camp		ST				Film Gallery
Summer Lovers	HBO	ST*	(TMC)			Orion
Sweet William					C	WW Entertainment
Take It From The Top					C	WW Entertainment
Take Her, She's Mine				HTN		20th Century-Fox
Take This Job And Shove It					C	Embassy
Tattoo		ST				20th Century-Fox
Ten Speed				HTN		Lone Star
Things Are Tough All Over			TMC		C	Columbia
This Could Be The Night		ST				MGM/UA
Three Little Words		ST				MGM/UA
Time After Time	HBO		(TMC)			Warner Bros
Time Bandits	HBO	(ST)				Embassy
The Toast Of New Orleans		ST				MGM/UA
Vice Squad					C	Embassy
Waltz Across Texas			TMC*			Atlantic
Watch The Birdie		ST				MGM/UA
The Water Babies					C	SMA Entertainment
Way Of The Wild		ST				Best Film & Video
Witches' Brew			TMC			Viacom
Zapped	HBO*	ST*	(TMC)			Embassy

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

Ann-Margaret, Walter Matthau and Dinah Manoff from 'I Ought To Be In Pictures.'

- Networks in parentheses indicate carriage in March, April, May, June and/or July

- An asterisk following a network indicates the film is a carry-over from March, April, May, June and/or July

- In total, 184 films appear on the August schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of those titles during the last six months (March-August 1983), one Film ("Rocky III") appeared on all five services. Ten films appeared on four of the five services, 33 on three and 42 played on two services. Ninety-eight films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 21, followed by Warner Bros with 20 and 20th Century-Fox with 17.

- Clint Eastwood's airborne thriller "Firefox" is featured this month on the HBO, HBO/Cinemax and Showtime program guide covers. Taking some space on The Movie Channel's guide, along with those of Showtime and HBO/Cinemax: "The Best Little Whorehouse In Texas," the Broadway musical adaptation with Dolly Parton and Burt Reynolds. Showtime, which is using a "multi-screen" approach for its cover look this month, also features its new made-for-pay film, "Prisoner of The Lost Universe." "Things Are Tough All Over," another Cheech & Chong hip comedy, gets a picture on the HBO/Cinemas guide. On HTN's guide: "The Secret of NIMH," an animated feature of mice and mystery.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.[1]	2,288,000
2	American Television and Communications Corp	2,198,200 (3/83)
3	Group W Cable	1,976,712
4	Cox Cable Communications Inc	1,376,788
5	Warner Amex Cable Communications Inc.	1,300,000 (4/83)
6	Storer Cable Communications	1,228,977 (3/83)
7	Times Mirror Cable Television Inc	830,344 (4/83)
8	Rogers UA Cablesystems	763,668 (5/83)
9	Newhouse Broadcasting[2]	751,625
10	Continental Cablevision	664,000 (4/83)
11	Viacom Cablevision	661,982
12	United Cable Television Corp	596,076 (5/83)
13	Sammons Communications Inc.	549,890
14	TeleCable Corp	360,091
15	Heritage Communications	342,592
16	Cablevision Systems Development	316,000 (5/83)
17	Capital Cities Cable Inc	314,283 (11/82)
18	General Electric Cablevision	314,000
19	Comcast Cable Communications	304,000
20	Liberty Communications	262,232

Subscriber counts are as of 6/83 unless noted otherwise.
[1] Number is an estimate
[2] Includes MetroVision, NewChannels, Vision Cable
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif	Cox Cable	221,585	(12/82)
2	Woodbury (Long Island), N.Y	Cablevision Systems	192,000	(4/83)
3	Houston, Texas	Warner Amex	182,600	
4	Manhattan, N.Y	ATC	174,415	(3/83)
5	San Antonio, Texas	Rogers UA	164,745	(5/83)
6	West Orange, N.J	Maclean Hunter	149,991	(5/83)
7	Wayne, N.J	Rogers UA	120,394	(5/83)
8	Tulsa, Okla	United Cable	106,834	(5/83)
9	Audubon, N.J.	NYT Cable	105,332	
10	Erie County, N.Y	Prime Cable	100,287	
11	Rochester, N.Y.[1]	ATC	100,000	
12	San Jose, Calif	Gill Industries	97,850	
13	Austin, Texas	ATC	97,425	(3/83)
14	Cincinnati, Ohio	Warner Amex	95,000	(4/83)
15	Tidewater, Va	Cox Cable	91,393	(12/82)
16	Baltimore County, Md	Caltec Cable	90,153	
17	Seattle, Wash	Group W Cable	87,618	
18	Central Islip (L.I.), N.Y	Viacom	87,121	
19	Orlando, Fla.[1]	ATC	86,700	(3/83)
20	Memphis, Tenn.	ATC	85,025	(3/83)

Subscriber counts are as of 6/83 unless noted otherwise.
[1] Figures are estimates
Source: ICR, Cable Information Service—a Titsch Communications division.

- Court nixes Miami obscenity rule
- Knight-Ridder folds Kentucky Cabletext
- 'Wasp' to sting Michigan pirates
- 3M planning NYC area interconnect

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CableVision
August 15, 1983. Volume 8, Number 49

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Charles Brown, chairman of AT&T, was one of several telephone executives appearing before a joint congressional committee looking into long distance access charges.

Comcast enters U.K. race

Comcast says it will enter the race for cable TV franchises in Great Britain by partnering with a major British company and playing a management role there. **Leading the week, pages 16-20.**

CATA 1983 convention

Independent operators and a sprinkling of big MSOs converge on Hot Springs, Ark., this week for CATA's 1983 convention. **Leading the week, pages 16-20.**

Miami 'indecency' law hit

A U.S. District Court judge struck down a Miami city ordinance designed to curb "indecency" on cable television. **Leading the week, pages 16-20.**

Network syndication fight

Debates over repealing the financial interest and network syndication rules heated up last week in Congress and at the Federal Communications Commission. **Leading the week, pages 16-20.**

Bravo dishing up 'Hallmark'

Television dramas are being rereleased on cultural pay service in an attempt to satiate audience's appetite for drama. **Page 24.**

TNN revving up auto show

The country music channel's infomercial series, 'Performance Plus,' renewed for second season. **Page 24.**

MARKETING In search of excellence

CTAM officials believe this year's conference in San Diego is the best of all its meetings, with more than 1,000 attendees expected and an original song and lyrics readied to kick off the meet. **Page 31.**

Pounding the pavement

When you have 128 channels, as does Adams Russell Westchester Cable Television, the personal touch counts. The system is using door-to-door sales as the main marketing strategy, with a policy of not accepting phone orders. **Page 31.**

CTAM '83 conference agenda

A complete listing of events and sessions for the San Diego convention. **Page 34.**

CNI's microwave feed

Cable Networks Inc. soon will start construction of a four-channel microwave interconnect linking New York area systems. **Page 38.**

Study reveals cable's parity

Nielsen report commissioned by Warner Amex shows cable has equal average prime-time share in five markets compared to network affiliates. **Page 38.**

Cabletext closes down

Knight-Ridder decides to shut down its TelePress cabletext experiment in Lexington, Ky. Sponsors of the operation could not see the service paying for itself in the near future. **Page 69.**

Amnesty curtails theft

Group W Cable in Dearborn, Mich., tries out a new device to prevent theft of service in its franchise area, while a two-month-old amnesty program attracts more than 1,300 altered converters. **Page 70.**

Telephone execs vs. Congress

Magnates argue against repeal of FCC access charges, but lawmakers' concern remains. **Page 76.**

About the cover

Waterfront scene in San Diego, site of CTAM '83, courtesy of San Diego Chamber of Commerce.

This week in PLUS

On the eve of CTAM's 1983 meeting in San Diego, *Plus* questioned eight marketers about some of the industry's current issues. They all agree on the status of multipay—quite healthy—and that a good guide does enhance a system. But how do you sell multipay? And what form should a guide take? The answers seem to change with each person asked . . . Rebuilds and upgrades are expenses every system must sooner or later face. Four systems explain their tricks for shortening the payback period. A little careful marketing and packaging goes a long way. **Pages 39-62.**

Cable stats

Franchising calendar

This chart examines the franchise status of communities from the beginning of 1983. "Pending" refers to communities that are in the franchising process but have not yet made an award.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes).

California
Claremont—proposals received from Group W and Cablevision of Claremont; award expected 9/83 (9,800 homes).
Commerce—RFP issues; proposals due 7/29/83.
Costa Mesa—deadline for proposals 7/29/83.
Cudahy—no proposals received; exploring alternatives for cable service (5,000 homes).
Duarte—RFP issued; proposals due 8/15/83.
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 9/83 (166,000 homes).
East Yolo—developing ordinance; RFP expected 9/83.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Lomita—preliminary award to Colony Communications; final award expected 8/83 (8,137 homes).
Los Altos—expect RFP to be issued 10/83 (10,000 homes).
Los Angeles (South Central Region)—final negotiations with Community Cable Entertainment Services System (180,000 homes).
Norco—negotiations with Falcon Cable of Riverside; award expected 8/83 (6,300 homes).
Palo Alto—RFP issued; proposals due 10/12/83 (22,000 homes).
Pasadena—final award to Falcon 5/19/83.
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—award expected 9/83 (12,000 homes).
Sacramento—re-issuance of RFP; preliminary award expected by 11/30/83 (360,000 homes).
San Fernando—final agreement signed with Valley Cable 1/83.
San Gabriel—Falcon Communications sole bidder; award expected 10/83 (11,600 homes).
South Monrovia—final award to Falcon Communications expected 8/83 (5,450 homes).
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83.
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 9/83 (43,000 homes).
Tulare County (including Terra Bella, Strathmore, Plainview, Poplar, Valley Furniture, Ducor and Woodville)—final award to Falcon Cable TV 2/83 (3,000 homes).
West Covina—award expected 10/83; proposals received from Falcon Cable and United Cable; (28,000 homes).

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes).
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83.

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; award expected 9/83.

District of Columbia
Draft of RFP completed 6/83; RFP issuance (pending approval of District Council) expected fall 1983 (254,000 homes).

Florida
Tierre Verde—preliminary award to Centel; final award expected by 9/83 (2,000 homes).

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected summer 1983.
Countryside—preliminary award to Cablevision of Chicago (2,200 homes).
Downer's Grove, Darien—negotiating with Continental Cablevision; award expected by 9/83 (6,430 homes).
Elmwood Park—RFP expected 10/83 (9,500 homes).
Glen Ellyn (DuPage County areas)—award to Group W expected 9/83 (7,000 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 9/83.
Joy—award to Star Communications of Springfield 5/83 (220 homes).
Lisle—final award to Multimedia 5/24/83 (3,300 homes).
Naperville—final award to Centel expected 9/83 (17,500 homes).
St. Charles, Geneva—negotiating with Centel; award expected 9/83 (10,000 homes).
South Holland—award to Multimedia 3/15/83 (7,400 homes).
Villa Park—negotiating with Multimedia; award expected 9/83 (7,100 homes).
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes).
Wheaton—proposals received from Group W and Centel; award expected by 10/83.
Winnetka—decision to have cable has been postponed.
Woodridge—award expected 1/84 (260 homes).

Indiana
DeMotte—non-exclusive award to both Northwestern Indiana Cablevision and Telecom Services 7/12/83 (800 homes).
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies.

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes).
Colo—final award to Oak Cable systems on 3/7/83 (330 homes).
Kingsley—award to Satellite Communications 4/12/83 (400 homes).
Morning Sun—expect RFP issuance by 10/83 (450 homes).
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes).

Kentucky
Calloway County—preliminary award to Galaxy Cablevision; final award expected 9/83.
Danville—preliminary award to R.V. Cablevision (12,800 homes).
Graves County—award to Galaxy Cablevision 3/20/83.
Greenville, Central City and Muhlenburg County—negotiating with TCI; award expected by 9/83 (13,000 homes).
Harlan County—no bids received by deadline; future action uncertain (40,000 homes).
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83.
Mayfield—RFP issued; applications due 8/22/83.
Wingo—award to Galaxy Cablevision 2/83 (300 homes).

Maine
Harpswell—final award to Video Vision expected 7/83 (2,800 homes).
Hermon—preliminary award to Maine Cable Co. (1,062 homes).

Maryland
Baltimore—preliminary award to Caltec Cablevision revoked by City Council 6/13/83; re-starting selection process (302,000 homes).
Bowie—award to Storer Cable 1/83 (11,000 homes).
Carroll County—reviewing proposals from Prestige Cable and Matrix (30,000 homes).
Chestertown—award to CATV General 2/83 (1,800 homes).
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes).

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes).
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes).
Belchertown—pending.
Belmont—exploring municipal ownership of cable.
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes).
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes).
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes).
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Dedham—preliminary award to Bay Cable TV.
East Bridgewater—preliminary award to Campbell Communications 4/83.
Easton—preliminary award to Continental Cablevision 6/83.
Hamilton and Wenham—proposals submitted by Continental Cablevision, Rollins and Prestige Cable TV (2,300 homes).
Hanson—award to Continental Cablevision 3/22/82.
Hingham—preliminary award to American Cablesystems 7/14/83 (6,323 homes).
Holbrook—franchise awarded to Continental Cablevision 1/20/83 (3,100 homes).
Holden—preliminary award to Greater Worcester Cablevision; final award expected by 9/83.
Holliston—proposals received from Adams-Russell, CableVision Industries, United Video, Prestige Cable and Community Cablevision; award expected 9/83 (3,922 homes).
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes).
Hull—award to American Cablesystems 1/10/83 (4,800 homes).
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes).
Lincoln—RFP issued; proposals due 8/1/83.
Marblehead—drafting RFP.
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes).
Medfield—RFP issued; proposals due 9/15/83.
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes).
Middleborough—RFP issued; proposals due 9/16/83.
Mendon—re-starting franchise process (1,200 homes).
Nahant—pending; Warner Amex sole bidder (1,433 homes).
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes).
Norfolk—only proposal from Massachusetts Cable (1,800 homes).
Northborough—award to Greater Media 1/10/83 (3,334 homes).
Norwell—award to American Cablesystems 3/83 (2,760 homes).
Pembroke—final award to Campbell Communications expected by 10/83.
Pepperell—award expected by 10/83 (2,800 homes).
Plympton—RFP issued; proposals due 10/17/83.
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes).
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV (4,000 homes).
Sharon—award to Cablevision Industries 1/27/83.
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes).
Sterling—restarting franchise process in fall 1983.
Stoughton—award to Continental Cablevision 2/83.
Stow—RFP issued; proposals due 10/18/83.
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes).
Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperall Cable and Nashoba Communications; amended proposals due 8/83 (2,306 homes).
Upton—award expected 10/83 (1,600 homes).
Walpole—preliminary award to Massachusetts Cablevision 6/83 (5,676 homes).
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes).
Wayland—proposals under review (3,500 homes).
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes).
Westborough—award to Greater Media 1/18/83.
West Bridgewater—award expected fall 1983; proposals received from Campbell Communi cations and Continental Cablevision (2,000 homes).
pending
Westminster—Adams-Russell submitted only proposal (1,000 homes).
Westport—preliminary award to United Cablevision Funding 7/11/83 (5,500 homes).

Michigan
Bloomfield Township, Bloomfield Hills—preliminary award to Booth Communications expected 9/83 (15,000 homes).
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes).
Dearborn Heights—Final award to Continental Cablevision 4/12/83 (23,000 homes).
Detroit—preliminary award to Barden; final award expected by 9/83 (471,000 homes).
Homer Township and Herome Township—preliminary award to Whitney Cablevision of West Branch.
Livonia—final award to MetroVision on 6/13/83 (33,000 homes).
Marquette—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monore Cablevision.
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes).
Romeo—final award to Harron 6/83 (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—received three bids: Bloomfield Communications, Greater Media and Continental Communications; award expected 8/83 (16,437 homes).
West Oakland County Cable Group—preliminary award to Greater Media; final award expected by 10/15/83 (32,000 homes).
Westland—RFP issued 7/4/83; proposals due 9/6/83 (29,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder; award expected 9/83 (12,664 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—CSI withdrew its bid; award expected 8/83 (2,568 homes).
Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 8/83 (5,227 homes).
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—preliminary award to Group W 6/83; final award expected 9/83 (27,191 homes).
Burnsville, Eagan—final award to Group W 7/8/83. (12,849 homes).
Chanhassen, Carver County and Hennepin County—RFP issued; proposals due 8/31/83.
Dodge Center—preliminary award to Dowden 5/83; final award expected 9/83 (700 homes).
Eagan—see Burnsville.
Foley—award expected 10/83.
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—award expected by 9/83 (5,619 homes).
Grand Marais—negotiating with Cable-Tron; award expected by 10/83.
Janesville—final award to Dowden 7/8/83. (700 homes).
Maple Plain—beginning process (481 homes).
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes).
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable; award expected 9/8/83 (11,682 homes).

Cable stats

Mound—award to Dowden 3/22/83 (3,600 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—award expected 8/83
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes)
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti; Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82
Prior Lake—award to Communication Systems Inc. 4/11/83 (2,560 homes)
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes)
St. James—award to Dowden 5/83 (1,820 homes)
St. Paul—award to Nor-West vetoed by mayor 7/13/83, future status uncertain (111,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—preliminary award to Telephone and Data Systems 6/83; final award expected 8/12/83 (6,000 homes)
Waconia—beginning process (1,024 homes)
Watertown—beginning process (700 homes)
Wayzata—proposals from Dowden and CSI; award expected 8/83 1,800 homes)
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—no bids received; re-starting process (24,032 homes)
Windom—considering municipal ownership (1,600 homes)

Missouri
Crocker—award to Comm Management 12/82 (450 homes)
Forsyth—award to Ozark Summit Cable 11/82
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83
Higbee—award to Comm Management 1/83 (330 homes)
Iberia—award to Comm Management 10/82 (325 homes)
Lancaster—award to Multi-Com 1/83 (460 homes)
St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes)

Nebraska
Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes)

Nevada
Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83

New Hampshire
Atkinson—final award to Harron expected by 9/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—deadline for proposals for non-exclusive franchise 9/30/83
Pelham—RFP issued 5/1/83; deadline for proposals 8/1/83 (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Windham—awarded to Harron Communications 5/83 (2,000 homes)
Wolfeboro—preliminary award to Community TV, final award expected by 9/83 (833 homes)

New Jersey
Boonton Township—award to Sammons Communications 1/29/83 (3,600 homes)
Jersey City—halt on issuance of RFP pending resolution of legal action
Patterson—award expected by 10/83

New York
Beekman—deadline fo. proposals extended until 8/31/83 (2,100 homes)
Cherry Valley—final award to Schoharie 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
Mayville, Chautauqua, Westfield, Ripley—preliminary award to US Cable; final award expected by 9/83 (5,430 homes)
Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services, award expected 9/83 (1,100 homes)
Norwich—NewChannels has applied for non-exclusive franchise; award expected 8/83 (100 homes)
Pomfret—awarded to Harbor Vue Cable TV of Dunkirk (Adelphia) 2/83 (138 homes)
Portland—negotiating with Tribune Cable; final award expected 8/15/83
Tully—RFP issuance expected 8/83
Union Vale—only proposal from Consolidated Communication (775 homes)
Westfield—award to US Cable 11/82 (1,400 homes)

North Carolina
Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes)
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes)
Jackson—expect RFP issuance by 9/83 (400 homes)
Pamlico County—expect RFP issuance 8/83 (4,000 homes)

North Dakota
Minto—final award to Vuecom Inc. 1/83 (150 homes)

Ohio
Arcadia—award to Continental Cablevision 1/83 (300 homes)
Ashley—award to ACI Cable 1/83 (420 homes)
Batavia Township—proposals received from Cable Management, So-Comm, Highland Cable and Warner Amex; award by 10/83 (4,000 homes)
Bethel—preliminary award to Cable Management Group; final award expected 8/83
Brooklyn—municipal ownership under consideration (4,000 homes)
Cadiz—final award to URB Cable TV 1/10/83
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes)
Lordstown—award expected by 9/83 (800 homes)
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes)
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes)
Oberlin—RFP issued, proposals due 9/15/83 (2,600 homes)
Quincy—negotiating with Cable Management; award expected by 8/16/83 (250 homes)
Racine—final award to Telenational Communications 5/2/83
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes)

Oregon
Amity—negotiating with Eagle Cable Systems Inc. (400 homes)
Canby—final award to Canby Cablevision 5/83 (2,500 homes)
Cottage Grove—proposals received from Northland, McCaw, Creative Cablevision and TCI; award expected 10/12/83 (2,500 homes)
Dunthrope—negotiating with Liberty Communications (600 homes)
East Multnomah County—final award to Rogers UA Cablesystems 4/7/83 (80,000 homes)
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes)
Sylvan, West Hills—negotiating with Liberty Communications (600 homes)

Pennsylvania
Franklin Township—preliminary award to Scatcom Cable
Paradise Township—final award to Hanover Cable TV 7/5/83
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—RFP issued 6/20/83, proposals due 9/22/83; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83
Rice Township—final award to CATV of Hazelton 11/82
S. Versailles Township—final award to Harron 4/83 (200 homes)

Rhode Island
Newport (Middletown, Portsmouth, Tiverton, Little Compton)—final award subject to resolution of pending lawsuit (29,500 homes)

Tennessee
Brentwood—award to Metro Cablevision 2/14/83
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes)
Mosheim—award to Mosheim Cablevision 2/83 (500 homes)
Whiteville—award to Tri-County Cable TV 11/82 (400 homes)

Texas
Azle—expect RFP issuance by 9/83 (2,900 homes)
Joshua—franchise awarded to Alericom 4/83 (610 homes)
Plano—preliminary award to TeleCable; final award expected 9/83 (25,000 homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia
Berryville, Clarke County—RFP issued, proposals due 9/2/83
Dinwiddie County—Crater General Communications submitted only proposal; award expected 9/83
Fairfax City—award to Media General 6/14/83 (6,500 homes)
Goochland County—award to Continental Cablevision 2/83
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes)
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)
Manassas—beginning feasibility study (5,510 homes)
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes)
Suffolk—RFP issued, proposals due 10/5/83 (16,697 homes)

Washington
Battle Ground—Cox submitted proposal; award expected 8/83 (1,000 homes)
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected by 9/83 (5,000 homes)
Hartline—final award to Broadcast Services Inc. 3/83
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes)
Naches, Gleed and parts of Yakima County—final award to Satellite Communications Systems 2/83 (1,000 homes)

Wisconsin
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes)
Hixton—award to Western Wisconsin Communications Cooperative 2/83 (150 homes)
Hudson, North Hudson, River Falls—preliminary award to Telephone and Data Systems; final award expected by 9/83
Hustisford—award expected 8/83 (350 homes)
Johnson Creek—proposals received from Telenational, Dowden and Cable Communications of Beaver Dam (400 homes)
Kenosha—final award to Total TV 7/5/83 (29,500 homes)
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)
Spring Green, Spring Green Township, Plain, Arena, Lone Rock—preliminary award to Kaultronics; final award by 9/83 (1,750 homes)
Waterford—ordinance adopted and proposals being accepted (600 homes)

Source: ICR Cable Information Service, a Titsch Communications subsidiary

Franchising in the top 50 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 3-FG, 1-FP
3	Chicago	City is divided into five areas: FP
4	Philadelphia	City is divided into N,S,E,W: S-OP, other three FP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	BP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (3-OP, 1-FG, 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	FG/FP
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/St. Petersburg	FG/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FP/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP
46	Charleston/Huntington	Two systems-OP
47	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49	Wilkes Barre/Scranton	Two systems-OP
50	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Source: ICR Cable Information Service

In search of ~~excellence~~ MARKETING excellence

- CTAM searches for marketing excellence
- Cox wins Nebraska common carrier reprieve
- TCI's Charlton moves to Warner Amex
- The Playboy Channel peeks at ads

CableVision

The news and features weekly of the cable television industry August 22, 1983 $3.00

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CATA Big voice for the small systems

Peter Athanas, CATA president

PLUS Independents: Staying alive

CableVision

August 22, 1983. Volume 8, Number 50

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BPA

Ed Bennett will be CTAM's president in 1984.

For marketing excellence

Record-breaking attendance greeted CTAM's organizers at this year's convention. The annual cable marketing meet, held in San Diego, was judged by many to be the best yet. **Leading the week, pages 16-20.**

Cox gets reprieve in Neb.

A federal district court judge temporarily enjoined the Nebraska Public Service Commission from enforcing an order requiring Cox Cable to cease operating its Commline data transmission service until it was certified by the state for regulation as a common carrier. **Leading the week, pages 16-20.**

Viacom's venture in Japan

Viacom World Wide Ltd. joins with several Japanese firms to develop and operate that nation's first two-way, interactive, addressable cable system. **Leading the week, pages 16-20.**

Charlton joins Warner Amex

Tele-Communications Inc. programming chief John Charlton moves from the Denver-based MSO to Warner Amex Cable in New York, where he will head up programming, marketing and sales. Richard Aurelio, who was handling those duties on an interim basis, was named president of the MSO's New York metro division. **Leading the week pages 16-20.**

Playboy ponders products

The Playboy Channel studies the possibility of advertising and marketing Playboy-licensed products such as clothing and accessories on its cable outlet. **Leading the week, pages 16-20.**

Stocking the shelves

USA Network acquires *Hitchcock* reruns, more off-broadcast fare, including Lexington Broadcast Services specials. **Page 23.**

Mainstreaming music video

Two new services, one backed by Dallas Cowboys' Tony Dorsett, plan to appeal to viewers with adult contemporary menu. **Page 25.**

CTAM show coverage

Panelists at CTAM sessions addressed topics of multipay, packaging campaigns and addressability; some issues they agreed on, others they hotly debated. **Page 30.**

Two-way time in Texas

Dow Jones News/Retrieval service expands cable-based subscribership to Sammons of Fort Worth system. **Page 40.**

SMATV flying in N.Y.C.

TV Satellite Corp. system begins service in three-building complex, while state cable officials push for regulation. **page 43.**

Besieging the pole law

Led by Edison Electric Institute, utilities urge FCC to amend attachment formula, increase rate percentage. **Page 75.**

Addressable products accelerate

Texscan, C-COR, Pico and Vitek are cracking the market, with new equipment gaining favorable response from MSOs. **Page 77.**

About the cover

Sally Russell interviews Peter Athanas, Community Antenna Television Association president, in this week's *CableVision Plus*. Photo by Allen Ruid.

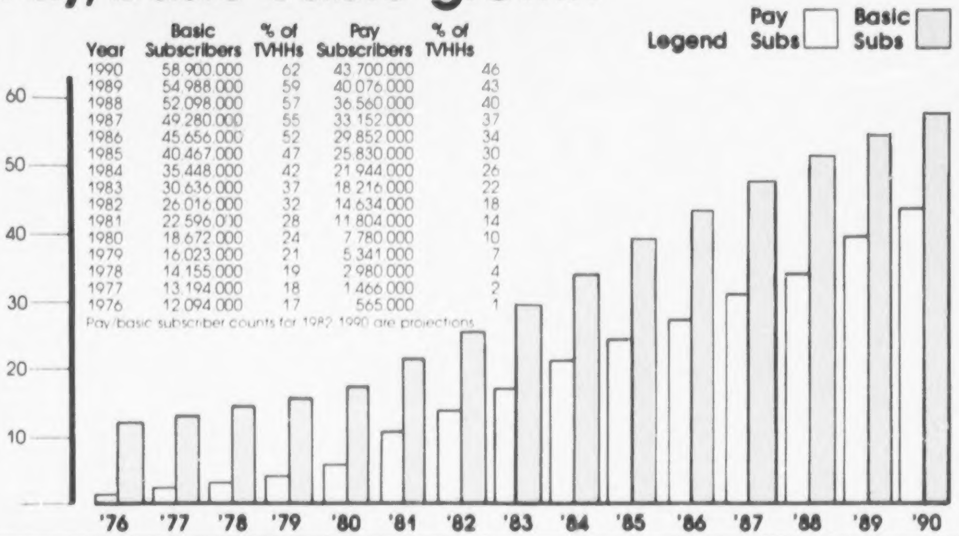
This week in PLUS

They're small, but they're wiry. Independent operators are set upon from all sides. On the one, there are the MSOs, who can offer more for less, and who can afford to take a loss on a small system and make it up elsewhere. That's tough competition. And so is cable's ever-changing technology—hard to keep up with if you're small. And then there's DBS. The independent operator battles this with perseverence and with service. So far, he's managed to keep his head above water, but whether he can continue to do so is open to question. *Plus* spoke with independents across the country: some are hopeful; others have serious doubts. . . . Next, *Plus* interviews Peter Athanas, president of CATA. Athanas may not be certain of the fate that lies ahead for the small operator, but he sees one tough battle on the near horizon: the fight in the House to pass the cable deregulation bill. That's going to have "very tough going," he says. The going may be nearly as tough for the independent. We'll see how he fares. **Pages 47-70.**

Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division.



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58.900.000	62	43.700.000	46
1989	54.988.000	59	40.076.000	43
1988	52.098.000	57	36.560.000	40
1987	49.280.000	55	33.152.000	37
1986	45.656.000	52	29.852.000	34
1985	40.467.000	47	25.830.000	30
1984	35.448.000	42	21.944.000	26
1983	30.636.000	37	18.216.000	22
1982	26.016.000	32	14.634.000	18
1981	22.596.000	28	11.804.000	14
1980	18.672.000	24	7.780.000	10
1979	16.023.000	21	5.341.000	7
1978	14.155.000	19	2.980.000	4
1977	13.194.000	18	1.466.000	2
1976	12.094.000	17	565.000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)[1]	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)[1]	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
Biznet (Viacom)	15
Bravo (ESPN)	2
Eros[1]	
ESPN (West)	6
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Sunshine Entertainment Network (audio service)	7
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable.
Satcom I-R—Launched April 7, 1983; no national programming services.
Satcom II-R—Projected launch September 1983; no cable.

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1D, 1X
Wold Communications	6D

Westar V (Western Union)	**Transponder**
AmSat/DCM	7D
ARTS (Hearst/ABC)	12X
BET	12X
Daytime (Hearst/ABC)	12X
Digital Communications Corp	11X
The Disney Channel	5X, 6X
Group W Satellite Corp	11D, 12D
Hughes Television Network	1D, 5D
Nashville Network	9D
Satellite News Channel	8D
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	6D
Wold Communications	3D
WOR	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	6V, 4H

Galaxy I (Hughes Communications)	**Transponder**
GalaVision (SIN)	20
HBO	1,3,17,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
Westinghouse	2,8,12,22

Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz.
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz.

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder holder.

[1] Temporarily lost transponder space.

Source: ICR, Cable Information Service—a Titsch Communications division

Cable stats

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.[1]	2,288,000	
2	American Television and Communications Corp	2,248,525	
3	Group W Cable	1,976,712	
4	Cox Cable Communications Inc	1,376,788	
5	Warner Amex Cable Communications Inc	1,300,000	(4/83)
6	Storer Cable Communications	1,279,000	
7	Times Mirror Cable Television	830,344	(4/83)
8.	Rogers UA Cablesystems	763,668	(5/83)
9	Newhouse Broadcasting[2]	751,625	
10.	Continental Cablevision	664,000	(4/83)
11	Viacom Cablevision	661,982	
12	United Cable Television Corp	596,076	(5/83)
13.	Sammons Communications Inc	549,890	
14	TeleCable Corp	360,091	
15.	Heritage Communications	342,592	
16	Cablevision Systems Development	316,000	(5/83)
17	Capital Cities Cable Inc	314,283	(11/82)
18	General Electric Cablevision	314,000	
19	Comcast Cable Communications	304,000	
20	Liberty Communications	262,232	
21	Wometco Communications	245,934	
22.	Jones Intercable Inc	237,330	(7/83)
23	Tele-Media	232,500	(4/83)
24	Daniels & Associates Inc	227,000	
25	TCA Group	222,512	
26	Multimedia Cablevision Inc [3]	212,085	
27.	Maclean Hunter Cable TV Ltd	208,723	(5/83)
28	Century Communications Corp	198,000	
29	Service Electric Cable TV Inc	189,500	
30	Colony Communications Inc	170,861	(4/83)
31	Centel Cable Television Co	162,156	(5/83)
32	Western Communications	153,820	
33	Prime Cable Corp	146,788	
34	Harris Cable Corp	144,708	(3/83)
35	Rollins Cable Vue Inc	143,100	(5/83)
36	McDonald Group	139,585	
37	Cablentertainment Inc	139,006	(4/83)
38	Tribune Cable Communications	138,425	
39	Cable America	132,000	
40	Sutton Capital Group[4]	120,514	(3/83)
41	Communications Service Inc	120,371	(3/83)
42	Harron Communications Corp	114,631	
43	Midwest Video Corp	114,615	(12/81)
44	Adams-Russell Telecommunications	110,000	
45	Cable Vision Industries	106,451	(2/83)
46	McCaw Communications	104,800	(5/83)
47	Midcontinent Cable Systems[5]	104,232	
48	Buckeye Cablevision	101,105	(5/83)
49	American Cablesystems Inc	98,000	(3/83)
50	Adelphia Communications	97,166	
51	Communications Systems Inc	93,059	
52	Armstrong Utilities	89,633	(5/83)
53	Multi-Channel TV Cable Co	84,000	(9/82)
54.	Southmedia Co	83,736	
55	Ultracom Inc	77,000	(7/83)
56	Buford Television	76,653	(7/82)
57	Summit Communications	75,806	(5/83)
58	King Videocable Co	75,724	(5/83)
59	Falcon Communications	75,000	(4/83)
60	US Cable Corp	75,000	
61	Palmer Communications Inc	73,813	(4/83)
62	McClatchy Newspapers	71,800	(5/83)
63	National Telecommunications Co	71,450	(4/83)
64	Perry Cable TV Corp	71,292	(5/83)
65	The Essex Group	70,124	
66	Wehco Video Inc	69,183	(5/83)
67	Booth Communications	66,100	
68	American Cable Television Inc	66,000	(4/83)
69	Acton Corp	65,181	
70	Televents Inc	64,757	(4/83)
71	Total TV Inc	61,531	(5/83)
72	Lenfest Group	60,451	(4/83)
73	Omega Communications	60,000	(12/82)
74	Consolidated Cable Systems	58,300	
75	Pencor Services Inc	56,488	
76	Wabash Cablevision	53,650	(7/83)
77	Harte-Hanks Communications	52,425	(5/83)
78	Marsh Media	52,244	(4/83)
79	Omni Cable TV Corp	50,130	
80	The Daily Press	49,000	(4/83)
81	Clear TV Cable Corp	47,532	(10/82)
82	Selkirk Communications	45,540	(5/83)
83	Sonic Cable TV	45,444	
84	Susquehanna Broadcasting	45,078	
85	Greater Media	73,191	(7/83)
86	Hellicon Corp	42,200	
87	Donrey Cablevision	39,507	(7/83)
88	Matrix Enterprises	37,928	
89	United Video Management Comm	36,500	(5/83)
90	Combined Cable Corp	34,547	(5/83)
91	Joseph Gans	34,400	(3/83)
92	National Cablesystems Inc	30,439	
93	Cable Communications of Iowa	30,000	(3/83)
94	United Broadcasting Co	30,000	(3/83)
95	Multivision Group	29,494	(5/83)
96	Wisconsin Cablevision & Radio Co Inc	29,190	
97	Southern Cablevision	29,138	(8/82)
98	Cable Holding Inc	28,097	
99	Mid America Media	27,768	(4/83)
100	Mickelson Media	26,519	

Note: Subscriber counts are as of 6/83 unless otherwise noted

[1] Number is an estimate

[2] Includes MetroVision, NewChannels, Vision Cable

[3] Includes Tar River Communications

[4] Includes owned and partially owned systems.

[5] Includes systems owned and with controlling interest.

Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif	Cox Cable	221,585	(12/82)
2.	Woodbury (Long Island), N.Y	Cablevision Systems	192,000	(4/83)
3.	Houston, Texas	Warner Amex	182,600	
4	Manhattan, N.Y.	ATC	174,415	(3/83)
5.	San Antonio, Texas	Rogers UA	164,745	(5/83)
6	West Orange, N.J.	Maclean Hunter	149,991	(5/83)
7.	Wayne, N.J	Rogers UA	120,394	(5/83)
8	Tulsa, Okla	United Cable TV	106,834	(5/83)
9.	Audubon, N.J	NYT Cable	105,332	
10	Erie County, N.Y	Prime Cable	100,287	
11	Rochester, N.Y.[1]	ATC	100,000	
12	San Jose, Calif	Gill Industries	97,850	
13	Austin, Texas	ATC	97,425	(3/83)
14.	Cincinatti, Ohio	Warner Amex	95,000	(4/83)
15	Tidewater, Va	Cox Cable	91,393	(12/82)
16	Baltimore County, Md	Caltec Cablevision	90,153	
17	Seattle, Wash	Group W Cable	87,618	
18	Central Islip, (Long Island) N.Y	Viacom Cablevision	87,121	
19	Orlando, Fla[1]	ATC	86,700	(3/83)
20.	Memphis, Tenn	ATC	85,025	(3/83)
21	Jefferson Parish/Kenner, La	Cox Cable	82,962	(12/82)
22	Toledo, Ohio	Buckeye Cablevision	82,059	(5/83)
23	Manhattan, N.Y	Group W Cable	81,464	
24	Jacksonville, Fla	ATC	78,875	(3/83)
25	Grand Rapids, Mich	General Electric	76,500	
26	Honolulu, Hawaii	ATC	76,000	(3/83)
27	Wilmington, Del	Rollins Cable	74,800	(5/83)
28.	San Diego, Calif	ATC	74,525	(3/83)
29	San Francisco, Calif	Viacom Cablevision	73,069	
30	Wichita, Kan	Multimedia Cablevision	72,541	
31	San Juan, Puerto Rico	Harris Cable	70,335	(3/83)
32	Englewood, Colo	United Cable	69,522	(5/83)
33	Richmond/Henrico County, Va	Continental	68,770	(5/83)
34	Pittsburgh, Pa	Warner Amex	68,600	(4/83)
35	Baton Rouge, La	Daniels & Associates	67,000	
36	Flint, Mich	Comcast	65,000	
37	Seattle, Wash	Viacom Cablevision	63,522	
38	South Bend, Ind	Heritage	62,745	
39	Melbourne, Fla[1]	ATC	61,900	(3/83)
40.	Columbus, Ohio	Warner Amex	61,000	(4/83)
41	Buffalo, N.Y	Cablescope	60,082	(4/83)
42	Monterey, Calif	Western Communications	59,557	
43	Santa Monica, Calif	Group W Cable	58,817	
44	Dallas Complex, Texas	Warner Amex	58,000	(4/83)
45.	Jefferson County, Ky	Storer	58,000	
46	Snohomish County, Wash	Viacom Cablevision	56,382	
47	Santa Barbara, Calif	Cox Cable	56,167	(12/82)
48	Suburban Tacoma, Wash	Cable TV of Puget Sound	56,123	
49	Boston Complex, Mass	Warner Amex	55,840	(4/83)
50	El Paso, Texas	Group W Cable	55,711	
51	Pompano Beach, Fla	American Video Corp	55,565	
52	Kansas City, Mo	ATC	55,300	(3/83)
53	Akron, Ohio	Warner Amex	55,000	(4/83)
54	Allentown, Pa	Twin County Cable	55,000	(5/83)
55	Charlotte, N.C	ATC	54,950	(3/83)
56	Harrisburg, Pa	Sammons	54,541	(4/83)
57	Columbus, Ohio	Coaxial	54,500	
58	Cleveland, Ohio	Viacom Cablevision	54,457	(4/83)
59	Binghamton, N.Y	NewChannels	53,461	(4/83)
60.	Louisville, Ky	Times Mirror	53,876	(3/83)
61	Sarasota, Fla	Storer	53,200	(5/83)
62.	Phoenix, Ariz	American Cable Television	53,157	(3/83)
63	Dade/Broward counties, Fla	Storer	53,000	(5/83)
64	St. Petersburg, Fla	Group W Cable	52,336	
65	Allentown, Pa	Service Electric	51,000	
66.	Des Moines, La	Heritage	50,732	(5/83)
67	Canton, Ohio	Warner Amex	50,400	(4/83)
68	San Diego County (Escondido), Calif	Times Mirror	50,067	(3/83)
69	New Haven, Conn	Storer	50,000	(5/83)
70.	Indianapolis, Ind	Wabash Cablevision	50,000	(7/83)
71	Port Arthur, Texas	Liberty	49,320	
72	Jackson, Miss.	ATC	49,125	(3/83)
73	Hartford, Conn	Times Mirror	49,098	(3/83)
74	Peoria, Ill	General Electric	48,300	(4/83)
75	Reading, Pa	ATC	48,300	(3/83)
76.	Charleston, S.C	Storer	47,800	(5/83)
77	Chattanooga, Tenn	Chattanooga Cable TV	47,791	
78.	Shreveport, La	ATC	47,750	(3/83)
79	New Britain, Conn	United Cable	47,655	(5/83)
80	San Rafael/Marin County, Calif	Viacom Cablevision	47,205	
81.	Atlanta, Ga	Cable America	47,000	
82	Bridgeport, Conn	Southern Connecticut	46,111	
83	Fayetteville, N.C	ATC	46,100	(3/83)
84	Westchester County, NY	Rogers UA	45,181	(5/83)
85	Albany, N.Y	ATC	45,075	(3/83)
86	Eugene, Ore	Group W Cable	44,598	
87	DeKalb County, Ga	Cable America	44,300	
88.	Omaha, Neb	Cox Cable	44,275	(12/82)
89	Birmingham, Ala	ATC	44,175	(3/83)
90	Albuquerque, N.M.	Tribune Co Cable	44,000	
91	Moline/Quint Cities, Ill	Cox Cable	43,834	(12/82)
92	Oklahoma City, Okla	Cox Cable	43,793	(12/82)
93	Scranton, Pa	Verto Cable TV Corp	43,746	(4/83)
94	Winston-Salem, N.C.	Summit Communications	43,431	(5/83)
95.	Bakersfield, Calif	Warner Amex	43,400	(4/83)
96	Lincoln, Neb	MetroVision	43,315	(3/83)
97	Spokane, Wash	Cox Cable	43,257	(12/82)
98	Lansing, Mich	Continental	43,200	(3/83)
99	Oak Park, Ill	Cablevision Systems	43,000	(5/83)
100	Brookhaven (Long Island), N.Y	Rogers UA	42,431	(5/83)

NOTE: Subscriber counts are as of 6/83 unless otherwise noted

[1] Figures are estimates

Source: ICR, Cable Information Service—a Titsch Communications division

THE MOVIE CHANNEL
SHOWTIME

- Justice clears Showtime-TMC merger plan
- Coleman out, op fee in at Weather Channel
- GWSC plots sports net strategy
- CATA: Family style in Hot Springs

CableVision™

The news and features weekly of the cable television industry August 29, 1983 $3.00

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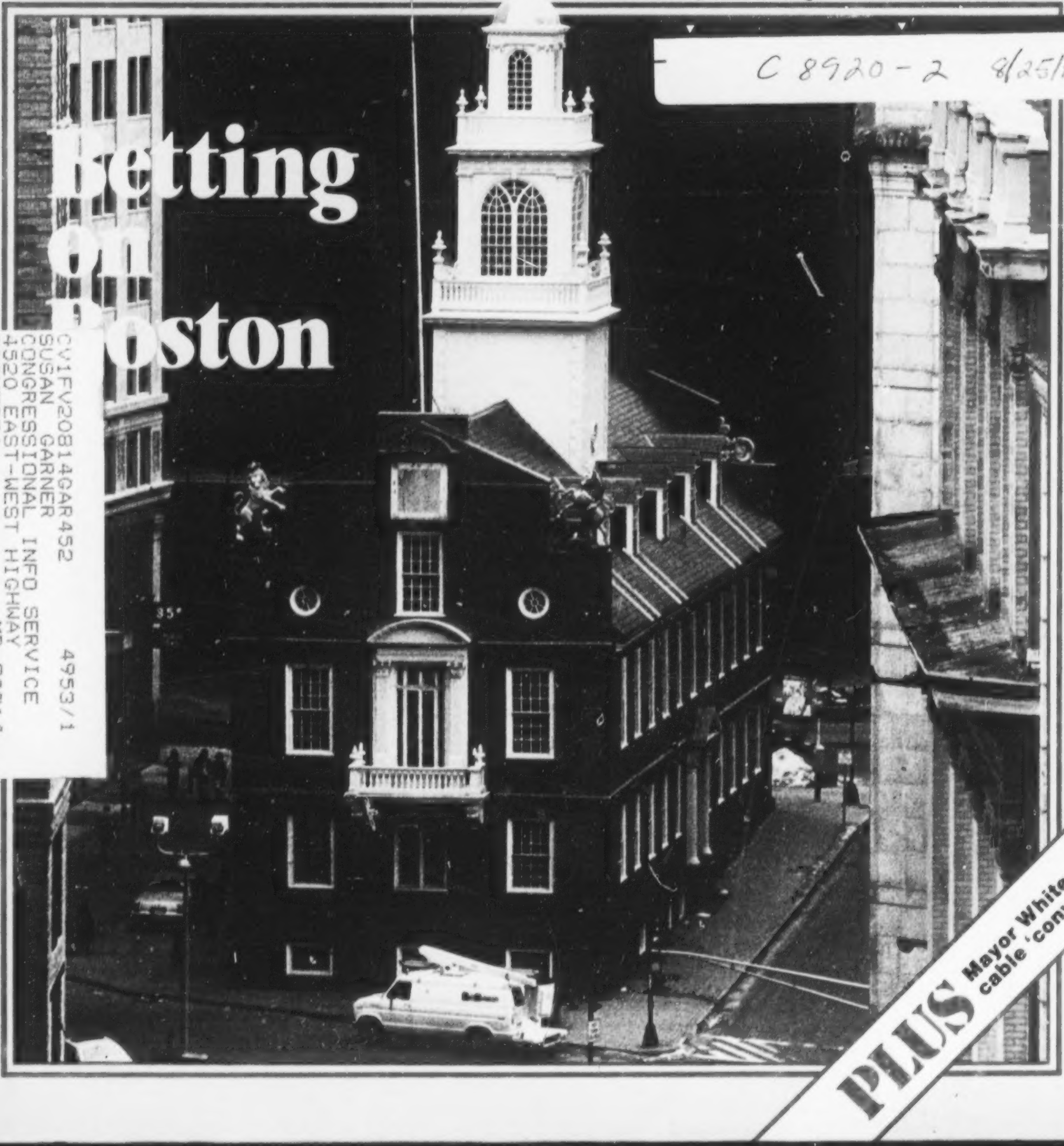

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

PLUS Mayor White: cable 'convert'

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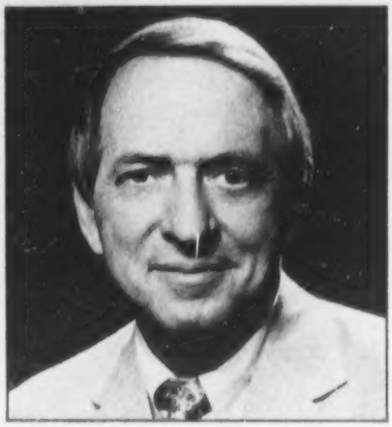

John Coleman

Coleman exits TWC

John Coleman fails in his attempt to find a new partner for The Weather Channel; control reverts to Landmark Communications, which institutes a per-subscriber carriage fee plan. **Leading the week, pages 18-21.**

Showtime-TMC merger near

A Showtime-The Movie Channel ownership merger is near, thanks to a new Justice Department decision not to challenge such an agreement. **Leading the week, pages 18-21.**

United's paging venture

United Paging Corp., a wholly owned subsidiary of United Cable, the 12th-largest MSO, has applied to the Federal Communications Commission to provide a nationwide paging service using cable systems' downlink facilities. **Leading the week, pages 18-21.**

St. Louis award probed

The FBI has questioned aldermen and the mayor in St. Louis concerning that city's attempts to award a cable TV franchise. **Leading the week, pages 18-21.**

CAB plans ad workshop

Cabletelevision Advertising Bureau plans a series of 10 regional workshops aimed at helping local system ad efforts. The first session will be held in Hartford, Conn., next month. **Leading the week, pages 18-21.**

SMATV conference

Second National Satellite Cable Association Conference stresses "the entrepreneur and private cable" and looks to cooperation and combination of technologies. **Leading the week, pages 18-21.**

GWSC readies sports net

GWSC gears up its marketing campaign for The Sports Network. Prospective affiliates will be able to offer the regional pay sports service under five options, including the equivalent of a "season ticket." **Page 39.**

Common-carrier conflagration

The debate continues as the cable industry again asks the FCC to stem the tide of state regulation of two-way services. **Page 40.**

CATA's family style meeting

CATA's eighth annual seminar drew cable operators from 152 systems who were anxious about the potential threat from DBS and eager to cash in on local ad avails. **Page 41.**

New York-area numbers

Arbitron report explains the differences between itself and SRI regarding multiset usage and cable penetration figures. **Page 46.**

About the cover

Boston's Old State House, part of an older city newly wired. Photo by Frank Moscati, courtesy of Cablevision Systems.

Boston Mayor Kevin White

This week in PLUS

Back in the late 1700s, the rebels beat the odds when they tromped the Tories and then proceeded to make history with the form of government that they created. It is only appropriate then, that Boston, the setting for many of those early coups, should be the site of Chuck Dolan's conquest over Warner Amex and his institution of $2 basic and $7 HBO. The unbelievably low rates are beginning—equaly unbelievably, some might think—to pay off, it seems. *CableVision Plus* traces the long road that Boston followed before it reached a franchise agreement and looks at where both the city and its system stand today. Kevin White, the soon-to-be-departed mayor of Boston, lets us in on his perspective as he moved from a hindrance to a help to cable. He says he made it clear from the start to the companies vying for the franchise: they'd play by his rules or not at all. **Pages 23-38.**

National cable advertising

This chart lists national advertising sales by the basic cable networks during August 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
Lennox (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (N)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
Wrigley's (R)

C-SPAN
Getty Oil (N)
Merrill Lynch (R)

CBN Cable Network
American Home Products (R)
California Raisin Advisory Board (N)
CRM Inc. (N)*
Eastman Kodak (R)
General Foods (R)
Hanes (R)
Nivea (N)
Tony's Pizza (N)*
TWA (R)

CNN*
American Home Products (R)
AT&T (R)
Bristol Meyers (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Clorox (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
General Foods (R)
Goldhirsch Magazine (N)*
Hanes (R)
J.C. Penney (R)
Johnson & Johnson (R)
Merrill Lynch (R)
Miles Laboratories (R)
Procter & Gamble (R)
Qantas Airlines (R)
Ralston Purina (R)
Sears (R)
Sherwin Williams (R)
Time Inc. (R)
U.S. Army (R)
Warner Lambert (R)
Wrigley's (R)

CNN Headline News
American Gas Association (R)
Apple Computers (R)
Bike (R)
Block Drug (R)
Carquest (R)
Clorox (R)
Coca-Cola (R)
Colgate/Palmolive (R)
Emerson (R)
Ford (R)
General Mills (R)
General Motors (R)
Haggar (R)
J.C. Penney (R)
Jeffrey Martin (R)
Procter & Gamble (R)
Sherwin Williams (R)
Warner Lambert (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
General Mills (Red Lobster) (R)
General Motors (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Inglheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheeseborough Ponds (N)
Del Monte (R)
DMC (R)
Dow Chemical (R)
Eastman Kodak (N)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (N)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Northern Laboratories (N)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab (R)
Dow Jones (R)
Gannett Publishing (N)
Golf Digest (R)
Hilton Hotels (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Waldorf-Astoria (R)

ESPN
American Gas Association (R)
Anheuser-Busch (R)
Beaird-Poulan (R)
Carter Wallace (R)
Chrysler (R)
Cinemax (HBO) (R)
Delta Faucets (N)
Dow Jones (R)
EF Hutton (N)
Ford (R)
Gainesway Farm (R)
Gatorbait (R)
Getty Oil (R)
Haggar (R)
Interlee Filters (N)*
Izod Lacoste (N)
Loctite (soap box derby) (R)
Phillips Public Affairs (N)
Preview Publishing (N)*
Prudential-Bache (N)
Richardson-Vicks (R)
Sears (R)
The Sporting News (R)
Sports Illustrated (R)
Twentieth Century-Fox (R)
Western Bass U.S. Invitational
Tournament (N)*
Wood Co. (R)

Financial News Network
American Airlines (N)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (N)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (N)
The Finer Edge (R)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (N)*
General Motors (R)
Hawaiian American Cruises (N)*
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
OTC Review (R)
Paulson Investment (R)
Premeco (N)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sharper Image (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Norwegin-American Cruise Lines (R)
Scandinavian Airlines (R)
Swedish Tour Board (R)
Volvo (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Procter & Gamble (R)
S.C. Johnson (R)
Sears (R)
Texize (R)
Twentieth Century-Fox (R)
Universal Pictures (R)

SPN
Colortime (N)
Hanes (N)
Holiday Inn (N)
Playgirl (N)
Procter & Gamble (R)

Telefrance
Chanel (R)
Metropolitan Opera Guild (R)
TV Guide (N)
U.S. News & World Report (R)

USA Network
Activision (N)
Allen Products (R)
American Home Products (R)
AMF (N)
Anheuser-Busch (N)
CRC Inc. (R)
Clorox (R)
Colgate-Palmolive (R)
Columbia Pictures (R)
Comworld Pictures (N)*
Del Monte (R)
Duracell (R)
Eastman Kodak (R)
Ford (N)
Garan (N)
The Gap (N)
General Foods (N)
General Mills (R)
General Motors (R)
HBO/Cinemax (R)
HIS Jeans (N)
Hyatt Hotels (N)
J.K. Sports (R)
Jensen (N)
Johnson & Johnson (R)
Kellogg's (R)
Kimberly Clark (R)
Levi Strauss (R)
Mattel (R)
Mobile (R)
Nestle (R)
New American Publishing (R)
Northern Labs (N)
Noxell (R)
Pabst Brewing (N)
Philip Morris (R)
Playtex (R)
Quaker Oats (R)
Reynolds Metals (R)
Sears (R)
Smith Barney (N)
3-M (N)
Tenneco (R)
Thompson Medical (R)
Toyota (R)
Twentieth Century-Fox (R)
Union Carbide (N)
Universal Pictures (R)
Volkswagen (R)

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Source: ICR, Cable Information Service—a Titsch Communications division

Warner Communications (R)
Warner Lambert (R)

The Weather Channel
American Motors (R)
ANCO (R)
California Tree Fruit (R)
Champion Spark Plugs (R)
Chevrolet (R)
Eastman Kodak (R)
Lipton (R)
Orkin (R)
Philip's Petroleum (R)
Prudential-Bache (R)

Scott Paper (R)
Union Carbide (R)
United Airlines (R)
Whirlpool (R)

WTBS
Activision (R)
Anheuser-Busch (R)
Apple Computers (N)
Autoweek (R)
Colgate/Palmolive (R)
Comworld Pictures (N)*
Eastern Airlines (R)
Eastman Kodak (R)
General Mills (R)
H.J. Heinz (R)
Johnson & Johnson (R)
Liggett & Myers (R)
Minolta (R)
Nestle (R)
Orion (N)
Panasonic (R)
Paramount (R)
Parker Brothers (R)
Schaper Toys (R)
Sears (R)
Toyota (R)

* New to network advertising.
R denotes renewal client.
N denotes new client.
[1] Total CNN advertising clients for August: 68.
Source: ICR, Cable Information Service—a Titsch Communications division.
Correction: The Aug. 1, 1983, "Cable stats" incorrectly dated the advertiser list as June 1983. The correct date was July 1983.

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 7/31	
ACSN: The Learning Channel	445	3,419,642	NA	
AP News Cable	445	4,700,000	NA	(4/30)
ARTS (Hearst/ABC)	1,936	11,800,000	+14.4	
Black Entertainment Television (BET)	212	4,335,080	+1.8	
Cable Health Network (CHN)	1,225	12,381,070	+3.06	
Cable News Network (CNN)	3,575	19,992,000	NC	
CNN Headline News	547	4,465,848	+5.15	
C-SPAN America's Network	1,100	14,500,000	+10.3	
CBN Cable Network[1]	4,017	20,753,930	NA	
Country Music Television	27	1,200,000	NA	
Daytime (Hearst/ABC)	736	9,500,000	NC	
Dow Jones Cable News	125	1,400,000	+1	
Electronic Program Guide (EPG)	101	1,847,473	+40.2	
Entertainment and Sports Programming Network (ESPN)	6,281	23,609,299	+4.34	
Eternal Word Television Network (EWTN)	94	1,620,000	+.06	
Financial News Network(FNN)	758	9,000,000	+14	
Modern Satellite Network (MSN)	514	8,217,100	+1	
Music Television (MTV)	1,700	14,000,000	+3.5	
The Nashville Network (TNN)	1,032	8,200,000	+8.5	
National Christian Network (NCN)	93	1,451,647	NC	
National Jewish Television (NJTV)	144	2,775,408	+11.9	
Nickelodeon	2,625	12,750,000	NC	
PTL Satellite Network	766	8,000,000	+5	
Reuters Monitor Service	NA	NA	NA	
Reuters News View	375	3,500,000	NC	
Satellite News Channel (SNC)	668	6,800,000	+4.3	
Satellite Programming Network (SPN)	441	7,438,646	+7.1	
SIN Television Network[2]	241	27,217,700		
Trinity Broadcasting Network	255	3,105,000	NC	
UPI NewsCable	500	NA	NA	
USA Network	3,500	18,600,000	+1.6	
The Weather Channel	980	9,800,000	+6.1	
WGN	4,318	10,612,150	+3.7	
WOR	754	4,065,076	+.70	
WTBS	5,371	25,823,000	NC	

Satellite-fed basic audio services

KKGO-FM	13	800,000	+12.5	
Lifestyle	152	1,700,000	+37.6	
Moody Bible	24	320,623	+1.25	
Satellite Radio Network	50	400,000	NC	(4/83)
SCAN	12	108,000	NC	
WFMT	175	1,094,948	+16.6	

Satellite-fed pay services

Bravo	85	125,000	NC	(5/83)
Cinemax	1,800	2,500,000	NC	(5/83)
The Disney Channel	824	300,000	+33	
EROS[3]	22	200,000	NC	(2/83)
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	
Home Theater Network (HTN)	325	170,000	NC	(1/83)
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	270	500,000	NC	
Showtime	2,400	4,100,000	NC	(4/83)
Spotlight	234	750,000	NC	(3/83)

Regional entertainment services

Atlanta Interfaith	7	120,000	NC	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel (BARC)	34	200,000	NC	(3/83)
Buffalo Sabres Hockey	9	325,000	NC	(2/83)
Festival-The Texas Cable Network	3	475,000	+76.8	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	10,500	NA	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	5	11,000	NC	
Madison Square Garden	49	1,500,000	+6.6	

Regional entertainment services	Affiliates	Subscribers	% change in subs from 7/31	
MetroChannel[5]	5	110,000	NA	
Newsday Cable	1	190,000	NC	
PRISM-Philadelphia	87	351,000	+.28	
Sonics Superchannel	10	23,500	NC	(4/83)
SportsChannel (New England)	34	20,000	NC	(3/83)
SportsChannel (New York)	32	293,000	NC	
SportsVision	10	10,000	NC	
Video Music Channel	4	110,000	+7.2	
Z-Channel	17	91,324	+1.2	

Non-satellite-fed services[6]

Fuji Network	4	2,740	NC
PlayCable	20	NA	NA
The Pleasure Channel[7]	3	3,500	NA

Announced non-satellite-fed services	Projected launch
The Cable Shop	9/83
The Games Network	4th quarter 1983

Announced regional services

Box Seat	1/84
Michigan Regional Sports	3rd quarter 1983
Pro-Am Sports (Detroit)	TBA
Supersports Network	TBA
Tele Scripps (Pittsburgh)	TBA
Wisconsin All-Sports Network	9/83

Announced satellite-fed services

Aimi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems	3/84
Apollo Entertainment Television	4th quarter 1984
Bluemax	TBA
The BuenaVision Channel	3rd quarter 1983
Cable Jazz Network	TBA
The Channel Bl[illegible]	3rd quarter 1983
Christian Media Network	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Episcopal TV Network	TBA
Group W Cable Sports Network	TBA
Kidvid Network	1/84
Magicable	3rd quarter 1983
National Jazz Network	TBA
The Nostalgia Network (Lewmark Productions)	TBA
PBS Cable	TBA
Rock 24 (Lewmark Productions)	TBA
Satellite News Channel II	4th quarter 1983
The Silent Network	Fall 1983
Sitcom Channel	1st quarter 1985
Video Concert Hall	TBA
Video Music Channel	9/83
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 7/31/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1] Recount of subscribers and/or affiliates.
[2] Total SIN reach. Total Spanish-speaking households: 3,237,200.
[3] EROS has temporarily lost transponder. Hope to resume service soon.
[4] Correction: the June 1983 sub count was incorrectly listed as 85,000. The correct count is 8,500 subs.
[5] Denotes new service to the chart.
[6] Non-satellite-fed services represent bicycle tapes—programming videotaped and mailed to cable operators.
[7] Soon to be satellite-fed.

Source: ICR, Cable Information Service—a Titsch Communications division.

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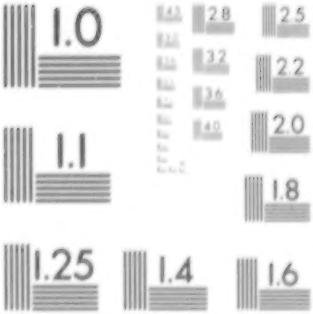
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- Cable TV Industries and S.A.L. end merger talks
- Support widens for cable information push
- Nielsen pegs cable penetration at 39.3 percent
- New Englanders convene on Cape Cod

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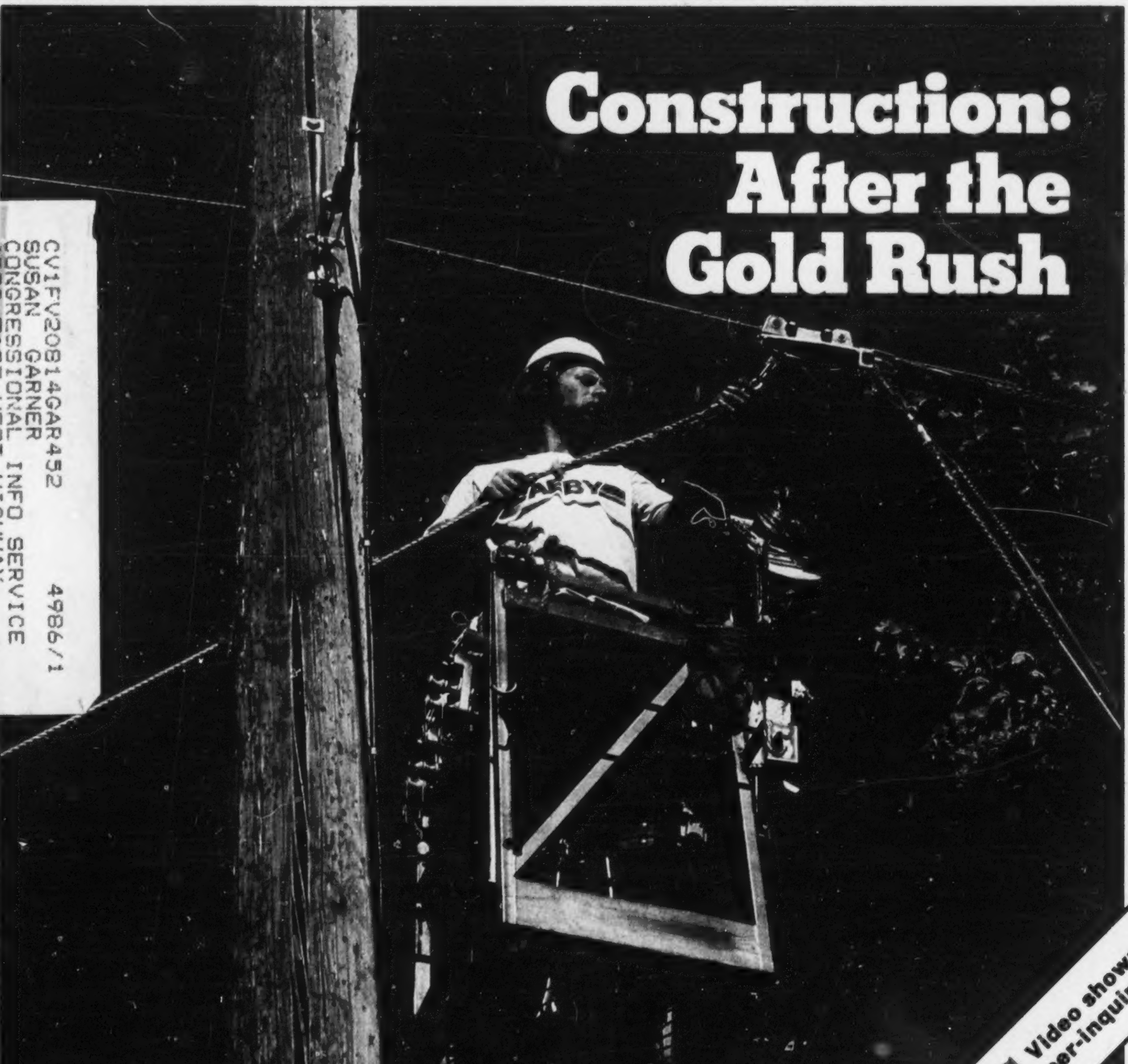

Construction: After the Gold Rush

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CCI gains support

The Council for Cable Information announced that it is receiving wide industry backing, including that of holdout Ted Turner, chairman of Turner Broadcasting System. **Leading the week, pages 18-22**.

MCTV prosecutes thieves

Manhattan Cable TV goes to federal court against 33 individuals and three bars in New York City it accuses of theft of service. **Leading the week, pages 18-22**.

Merger talks broken off

After failing to reach a definitive agreement, Cable TV Industries and S.A.L. Cable Communications break off merger talks that had begun in July. **Leading the week, pages 18-22**.

Lewis makes changes

Warner Amex Cable gets a new chief financial officer as Chairman Drew Lewis moves to reorganize the fifth-ranked MSO's finance department. **Leading the week, pages 18-22**.

Nielsen July figures

Nielsen puts July's cable penetration nationwide at 39.3 percent, a figure that tops Arbitron's recently released 35 percent figure. **Leading the week, pages 18-22**.

Cape Cod clambake

Members of the New England Cable Television Association converge on old Cape Cod for their annual convention and clambake. **Leading the week, pages 18-22**.

Showtime goes video

Showtime moves into the youth market with its September premiere of *Showtime's Video Rock*. **Leading the week, pages 18-22**.

Serving the handicapped

After less than a year on a video channel of Cablevision of Connecticut, a unique program called *Cable Soundtrack* has generated goodwill for the handicapped and the cable system as well. **Page 39**.

Getting the last laugh

A brainstorming session between Showtime staffers yields in the search for *The Funniest Person in America*. **Page 39**.

Products reflect programs

ESPN and The Nashville Network are finding that merchandising their network logos can reinforce audience bonds and generate some extra revenue. **Page 44**.

High standard statute

Local cable advisory board gives Warner Amex's Dallas system 60 days to improve customer service. **Page 48**.

After the gold rush

Annual construction report focuses on the state of the industry in the post new-build era, with seven company profiles from around the country, a suppliers' survey and an overview from Society of Cable Television Engineers President Tom Polis. **Page 58**.

Teletext debate continues

Broadcast and cable industries are continuing the argument over the question of mandatory teletext carriage. **Page 118**.

About the cover

Construction of Mile Hi's system in Denver continues, with Aeby Communications working as contractor. Photo by Gretchen Dietsch.

This week in PLUS

Peter Lemongello and Boxcar Willie would be green with envy. When the per inquiry ad spot moved from broadcast to cable, it gained better time slots, better products and better-produced ads. So say the direct marketers who make the ads available to most ad-supported services. The ads seem to pay off for everyone involved; advertisers reach a more targeted audience, and the services make up to 40 percent of their annual income from them, says one estimate . . . To give its system an identity among its subscribers—and among its advertisers, Cox Cable of San Diego tried an unusual approach. It took one of its LO channels and gave it broadcastish call letters—KCOX. And, to help with public relations, customer service and retention, the channel carries programs that help explain what cable is and how Cox of San Diego works. Pages 71-94.

Special Report: Construction

After the Gold Rush

There may be more rumblings on cable construction sites these days than just the mashing gnaw of trenchers or the hydraulic hiss of bucket trucks.

As the cable industry enters into what might be dubbed the "post-new-build era," there is anxious talk that a slowdown in construction activity might very well be evolving into something akin to a "shakeout." Such speculation comes not from industry doomsayers, but largely from the construction players themselves, including some of the smaller ones who fear that they may be squeezed out by what one of them in the following special report termed "the big boys."

Companies large and small provide turnkey construction services; the following report profiles seven turnkey players and also focuses on the equipment supplier side of the industry. Among the construction officials interviewed—a small slice of this industry sector and an informal sampling—there was a general theme voiced: a decline in new-build activity is being accompanied by an increase in rebuild and upgrade work, but not enough to offset the new-build drop-off. And this economic fact of life means that the existing universe of construction players will be competing for a shrinking pool of projects. As Jeff Keeler, president of the Columbus-based Fishel Co., put it: "The gold rush is over."

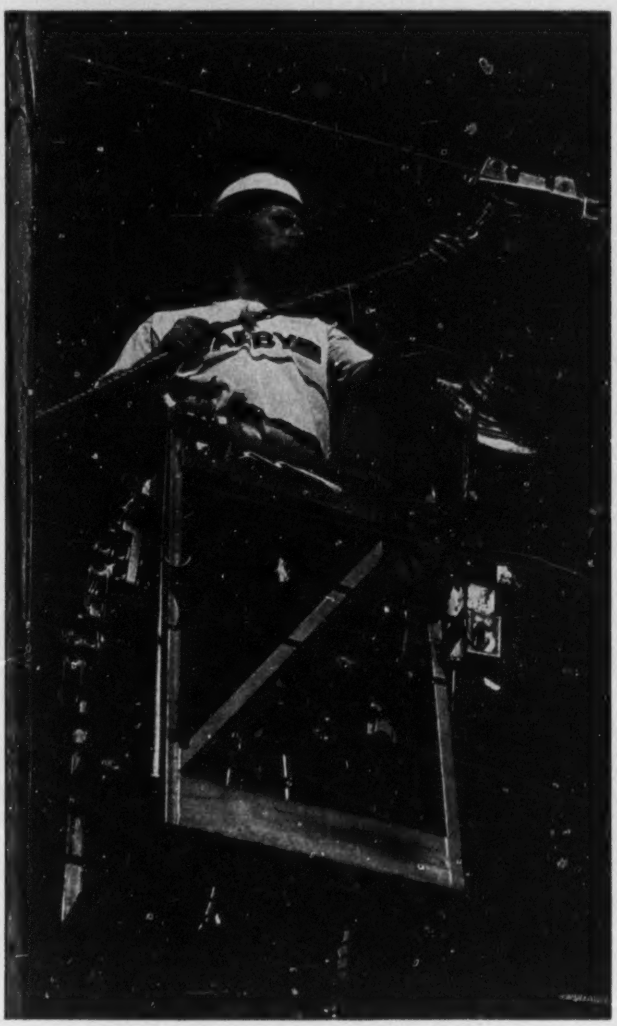
Not surprisingly, the smaller construction players, those which cannot benefit from the economies of scale that accrue to larger firms, stand to lose the most. As competition in construction bidding increases, a price war of sorts has broken out; according to some of those interviewed in the following report, larger firms with deeper pockets are able to underbid smaller competitors. While such a tack may reduce margins even for the larger players who win the bids, some of their smaller competitors believe that the "majors" are purposely squeezing them out. Laments Tony DeNigris, president of Nationwide CATV: "It keeps (the bigger players) in the ball park, but the other guys may get washed down the drain."

Larger firms, of course, may see it more as the inevitable outcome of an economic natural selection process than purposeful, predatory moves. Mark Clancey, president of Coaxial Communications, openly predicts a "shakeout" among construction competitors—but he says it as a result of more complex construction projects that require greater proficiency and high-tech capabilities. Rebuilds, he says, will be more sophisticated as operating revenues from maturing MSOs begin the flow back into existing systems in future years. "The companies that will take on these 'rehabilitation' projects will be specialty firms that have a proven track record of performing that type of work."

Yet many construction players were formed and capitalized "almost entirely" in the new-build era, Clancey notes. Some of those players, he maintains, may be ill-equipped to fulfill the tasks that lay ahead.

The smaller players take issue with that, maintaining that their size is a virtue; because they are not over-extended, the argument goes, they are better able to provide the kind of quality work that MSOs—and finicky franchise authorities and their constituencies—demand. Increasingly, small and mid-sized construction firms are talking about personalized service and quality work, factors they believe can give them a needed edge in competing with deep-pockets players for project bids.

Granted, there is much new-build construction ongoing. But this work represents contracted projects, and even then is subject to cutback by MSOs which, if franchise agreements allow, may elect to spread capital costs over a greater period of time. Not surprisingly, it is the rebuild miles where competition among construction players is expected to be the most fierce.



On the supplier side, the steep price increases that accompanied the new-build boom of a couple of years back have all but dissipated, buyers state. While there are few signs of price cutbacks, prices appear to have stabilized somewhat, making things a bit easier for purchasing officers at MSOs and construction firms.

But players on the supplier side report that price stability is a reflection of slackening demand, due to the same overall reduction in construction activity that has raised anxiety among some construction players. No longer can suppliers rely on a franchising-construction continuum to sustain their business. The same factors that are leading to increased competition among contractors could heat up the supplier side as well. It very well could be that "slow but steady" is the best suppliers can hope for in the evolving post-new-build era—unless transactional services that require additional hardware again come into vogue. But another factor on the supplier side is that few players remain "cable only"—already, there is a push by some firms to design and market hardware for alternate television technologies such as DBS and SMATV.

One welcome sign for all sides of the industry is a moderation of interest rates. While full economic recovery has yet to happen, a cooling off of interest rates should help industry firms in their efforts to obtain capital—and as they attempt to compete for a diminishing number of contract bids.

Our report opens with profiles of construction contractors who offer turnkey services—a preferred method of accomplishing cable construction for reasons they themselves best state. But the profiles also reflect an industry in flux, an industry that is decreasingly entrepreneurial but has yet to fully mature. Accompanying the profiles is an analysis of the supplier side.

(Continued on page 63.)

(Continued from page 58.)

Fishel: ready for the rebuild

The Fishel Co. of Columbus, Ohio, though only in the cable construction business for four years, has been doing underground utility work for 48 years—enough time, believes Fishel President Jeff Keeler, to warrant his company's slogan, "The World's Greatest and Safest Ditch Diggers."

Getting into cable construction was a "natural" for Fishel, said Keeler. In 1979, Fishel was working a master contract for all underground construction for South Central Bell in the Jefferson County-Louisville, Ky., area. Fishel extended its expertise in underground construction to cable installation in that geographic area. The experience, coupled with increasing interest rates that kept housing starts down and cut into Fishel's telephone, gas, electrical and water hardware installations, launched the company into cable construction.

Now, three years later, cable construction makes up 40 percent of Fishel's business. The company employs a 700-person work force.

After Fishel did the construction for Storer in Louisville, the MSO asked the company to bid on other work in Phoenix

Suppliers shift focus

Most cable system equipment distributors admit that the recent slowdown in plant construction has resulted in a subsequent slack period in their own business over the past several months.

Some distributors are known to be struggling with sales at the present time. Business is by no means at a standstill, but it generally has slacked off, they said.

The slow period for equipment sales appears for the most part to be related to the generally sluggish construction activity of the major MSOs. A drop in franchising activity and a lag in construction capital are generally responsible, observers said. Equipment suppliers can no longer merely follow in the footsteps of the franchise and construction processes in order to pick up business. As one supplier said, "That window's closing."

While business prospects related to construction do not seem that rosy, neither are they particularly bleak. Several major urban areas—such as Baltimore, Cleveland, Detroit, Philadelphia, St. Louis and Washington, D.C.—are still in the midst of the franchising process. Many other systems are going to be rebuilding and upgrading. These situations portend a slow but steady level of line equipment sales over the next few years.

In addition, the future holds new technological advances that distributors can use to entice their customers. Improvements are being made in the areas of expanded amplifier bandwidth and performance, addressable converters, fiber-optic cable and other components that will give MSOs and independent system operators new options from which to choose. The phrase "state-of-the-art," often overused and nearly worn out, is resurfacing with a new pride.

While much of the U.S. manufacturing industry is getting a kick in the shins for building shoddy equipment, cable engineers said the equipment being peddled by today's distributors is generally of higher quality than it was several years ago. The basic nuts and bolts of a cable system have improved in quality while generally staying competititve in price, they said.

Supply houses appear to be strengthening their own product lines by keeping pace with state of the art technology, or they are repositioning themselves for new business niches they can fill. Some companies are looking to sell hardware to new television technologies—SMATV, DBS, MDS, etc.—as a new area for their own business growth.

At the same time, distributors may have

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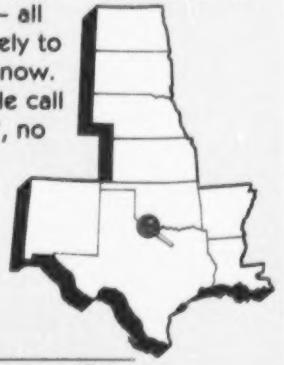

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and Dallas. Since then, Fishel has opened offices in those cities, recently completing its building of 500 miles of trenched underground plant in its race with American Cablevision (Times Mirror) to wire as much of Phoenix and Glendale as possible. (*CV Plus*, 1/17/83, p. 4).

The Phoenix experience was Fishel's cable baptism by fire. For the past 18 months, the company found itself in the middle of an overbuild war spurred by Phoenix City Council's desire for competition.

The Phoenix contract was Fishel's biggest build; the company installed cable in densities of 110 to 190 homes per mile. Fishel experienced, in one concentrated dose, many of the problems that usually befall cable construction companies.

Employee moral and motivation was a concern. Construction teams were forced to work odd weekend and evening hours so that construction could be done during off-peak traffic periods. Crews often put in 12-hour days, six days a week, sometimes in temperatures of 110 degrees, all the while racing to claim as much Phoenix territory as possible for Storer.

When the crew first got out there, construction had to be shut down because the system owner had not obtained a permit for right of way.

The dry, dense Phoenix terrain posed special problems. Vermeer 434 offset trenchers with rock chains were necessary to cut into the hard soil All told, Fishel invested $2 million in equipment for the Phoenix build. "We survived it," Kessler said.

Having completed its Phoenix involvement, Fishel is in the process of redeploying its assets—equipment and key people—to other cable builds. Fishel is now working on Storer systems in Dallas, Houston, Portland and central New Jersey.

Fishel's progress in the cable construction business has been steady and positive, according to Keeler, even though he feels that the company got into the business just as it is reaching a low point.

"My outlook was optimistic because of all the opportunities all over the country, but those opportunities for a contractor are diminishing since most of the major builds have been or are being built. The gold rush is over," Keeler said.

Most MSOs prefer to buy their own equipment and perform their own engineering since they have the manpower and it is cost-effective in the long-run. True turnkey construction is a minimum part of Fishel's business, and of the cable construction business as a whole. Keeler estimates that 4 percent of Fishel's business is turnkey, accounting for less than 10 percent of the company's revenue.

"We call ourselves a turnkey contractor, we have those capabilities. We don't find that the marketplace, at this point in time, is utilizing all those services."

The future for companies such as Fishel is in the rebuild market, Keeler believes, though he believes even that will be a some new competition cropping up in the next several years. Telephone companies are eyeing the system construction market. Bell operating companies, which will soon be spun off from the parent AT&T, already have expressed a desire to help construct systems in Detroit, Philadelphia and Washington. It is unclear what types of related equipment telcos may wish to provide, but certainly they have the ability and know-how to move into this area if they wish. Similarly, the parent AT&T, with Bell Labs in tow, and its separate subsidiary, AT&T Information Systems (currently known as American Bell), could develop cable hardware. On the other hand, some cable suppliers may find themselves latching onto the telcos as new business partners.

Another potential competitor comes from abroad. Japanese businesses, sources said, are more interested than ever before in providing equipment for cable and hardware for other television technologies, particularly DBS.

The past several months have seen several major acquisitions and mergers in the hardware side of cable. Cable TV Industries announced that it would buy out S.A.L. Cable Communications, but the deal recently fell through. Texscan purchased GTE Sylvania and Computer Video Inc. Jerrold acquired Century III Electronics. Times Fiber teamed up with TOCOM Inc. C-COR acquired CableBus Labs.

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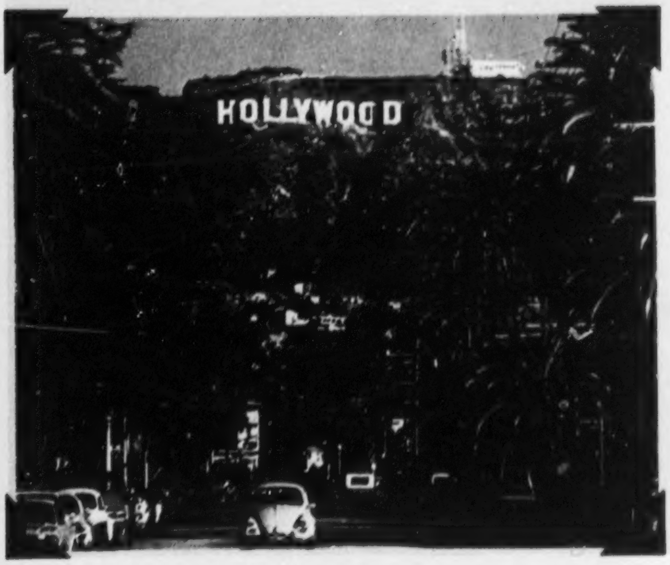

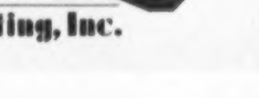

limited field. "That's what will sustain the construction marketplace of the future, but there will not be many opportunities for contractors in the future," he said.

New-build construction is easier with fewer risks for the construction company, he said.

There is no worry about existing plant obstacles or disrupting existing customer service. Because of the difficulty in working a rebuild, construction is more expensive. But because of the highly competitive market, and the entrance of new and inexperienced companies to the cable construction scene, only a certain number of construction companies will make it in the rebuild market.

"The cream will rise to the top," Keeler said. "Good quality contractors will have a place to work in the rebuild market."

Commco: Expanding its reach

Preparing to celebrate its 15th anniversary next month, Commco Construction of El Campo, Texas, didn't think about doing turnkey projects until last year. After initial consideration, Commco backed off until economic conditions settled down. Later in the year, the company accepted the concept.

With 18 construction projects currently in progress, ranging from Warner Amex's 400,000-home Dallas franchise to United Cable's 120-channel fiberoptic system in Alameda, Calif., five jobs are turnkey—four rebuilds and Alameda.

"In 1982, people in the industry encouraged construction firms to build on a turnkey basis," recalled Bill Jenkins, Commco's president. "We originally shied away from it, because of the cost escalation on materials everyone went through in the last couple of years. Lately, we've seen some softening in the price of strand, cable and other industry hardware by 10 to 15 percent. Prices are stable so we're more comfortable about using turnkey. They tend to be small system jobs; 12-channel plant operators want upgraded to 35 channels that only involve a small amount of plant miles. We haven't seen any 1,000-mile turnkey jobs yet, but I think there's going to be some. So far, the smaller independent operators want turnkey, but look for the major MSOs to be big turnkey customers within the next 18 months."

When Jenkins acquired Commco five years ago, the company was known as a regional contractor, confining its activity to Texas systems with occasional work outside the state. The year prior to the acquisition, Commco made $600,000 in revenue. Since then, its construction pace, as well as its financial status, has risen considerably. For fiscal 1983, ending last May, Commco turned in $21 million in revenues. With 800 employees, 196 trucks and 48 trench machines and trailers in

Are these recent buyouts and mergers a sign of things to come? That question brings mixed responses from the suppliers' standpoint. Some foresee a trend toward consolidation, while others feel that partnerships will develop on a selective basis, where one company's product line can provide related components to another company's current offerings. Obviously, there will be a lot of talk within the supplier business about the breakdown in the Cable TV Industries-S.A.L. deal, and it may be some time before the impact of that development is fully felt in the industry.

"Technology is what is moving," said Jay Staiger, product manager for Magnavox CATV Systems.

Staiger's statement refers to the feeling among cable operators that they still want the state of the art. And the newest in technology is what most hardware distributors are pushing.

"In other words, if you've got the state of the art, that's what the customer wants. Everybody's interested in performance out of amplifiers. For distribution products, people want to be able to do more than they previously were able to," Staiger said.

Improvements in amplifiers have always been of interest to cable operators. The 300 MHz amplifier of yesterday and the 440 MHz amplifier of today are giving way to the 500 MHz amplifier of tomorrow. Last May, Falcon Communications was awarded a franchise in Pasadena, Calif., to

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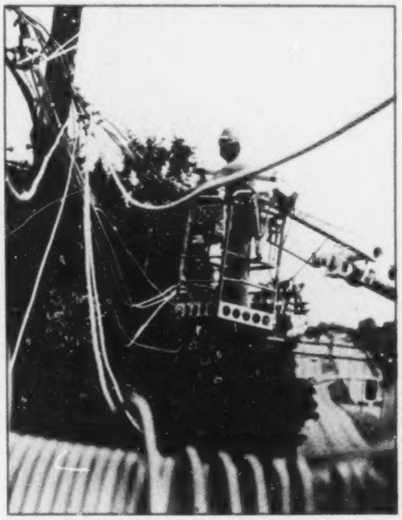
service. Jenkins predicted a boost in revenues for fiscal 1984 to $25-$27 million.

Along with the Alameda construction, the company is working on Times Mirror's 35-channel new-build in Providence, R.I. That system, as well as the Dallas franchise of Warner Amex, is targeted for completion by the end of next year. Active projects also include franchises in Arkansas and Louisiana. But the geographic outreach set by Jenkins brought with it a dramatic turn toward rebuilds.

Commco had no rebuilds underway when Jenkins came on board; of the 18 current projects, 60 percent involve rebuilds. Fourteen projects started this year; 10 are rebuilds.

"Until 1981, we didn't do any," Jenkins said. "This business has turned around in the last two years." Some of those jobs are among Commco's biggest at the moment: three Texas systems owned by Heritage Communications, ranging from 21,000 homes passed in Harligan to 50,000 homes passed in McAllen, all being upgraded from 12 to 35 channels. Completion is scheduled for 1985. Some rebuild construction also is going on at ATC's Austin, Texas, system, gradually moving from 12 to 54 channels over the next few years. Among the top 20 individual systems in the country according to subscriber penetration, that franchise currently covers about 98,000 wired households.

Jenkins sees a stable pattern in equipment costs this year. Trucks and trencher prices are rising this year over last, but cable has dipped, he said. Overall, the company plans to spend $750,000 on equipment this year.



Commco Construction

During the last few years, Commco has concentrated its work on multi-year projects, where crews spend two to five years building one system. The firm also subcontracts 25 percent of its work to local groups, involving on-site training programs.

"You develop stability in your employees," he said. "In small projects you move people into a town for 60 to 120 days, and a lot of

build the nation's first 500 MHz cable system. After 500 MHz becomes the standard fare, engineers say there's no telling how much amplifier bandwidth may be expanded.

New technologies are being developed to enhance amplifiers. For example, Century III and others are boasting feed forward techniques, while Magnavox touts power doubling devices.

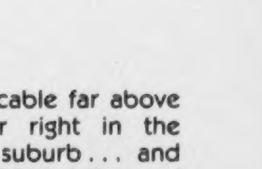
The worthiness of 500 MHz or even 440 MHz system is still a subject of debate among engineers. As a discussion among engineers in the May 9 edition of *Cable-Vision* indicated, the advances in amplifiers do not necessarily guarantee improved quality of service. Yet, amplifiers seem to remain a strong selling point for suppliers because they are also a strong selling point to the franchising authorities from which the cable operators are trying to win a franchise. Such is the nature of the cable franchising process.

"In order to get the franchise, the operators are bidding some outrageous performance (standards)," Staiger noted. "What it's costing the operator is that he's got to put in more expensive equipment."

A number of other developments in basic line technology have taken place that distributors will be peddling as operators seek to upgrade their systems. Most observers agree that the most basic nuts and bolts of a cable system have improved.

Wendell Bailey, vice president of the

PHOTO BY IMS RON McQUEENEY



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personnel turnover is created. If you have them in a town for three to five years, you develop loyalty with workers (and the community), and you can train them (for other cable positions once construction is completed). Subcontracting is an excellent idea, in that it's easier to motivate your employees. When you're dealing with underground construction, a local or regional contractor has more understanding of the terrain that we would."

The problems encountered by Commco on construction jobs: make-ready and the angry homeowner.

"Make-ready is always the biggest problem, and a terrible one to get around," he said. "You're asking the phone company to do work they may or may not care about, depending on their attitude. It's old and still there in the industry."

As for the homeowner complaints, Jenkins thinks more of them are directed to contractors because of increased media attention to cable in the last few years. "It's on the front page so much in many cities that people recognize us," he said. "There's been growing animosity from people who don't like what we're doing. In order to do my work, I have to go through back lots and front lawns to people's homes. We want the operator to interact with the homeowner, not us."

Jenkins acknowledged that for his company and others, reaction from local residents is becoming a public relations problem—one to which the contractor must respond on its own. In Commco's case, trucks in some communities where consumer outcry has been strong have been labeled to signify a relationship with the cable operator. Brochures are sent in advance of construction work to households, explaining when and what construction will take place.

About 53 percent of Commco's employees are from minorities, an employment stastistic Jenkins is proud of. The company has had few problems with franchise boards over meeting minority guidelines, and actively

(Continued on page 95.)

Office of Science and Technology at the National Cable Television Association, said, "One thing I noticed in looking around at the national show was that the quality of the day-to-day products have improved noticeably. They're better products at roughly the same cost."

A number of hardware suppliers unveiled the latest in engineering feats at the NCTA convention last June. Among the advances were new ways to connect and protect coaxial cable, to configure systems, to tie billing to addressability, to monitor and maintain system performance and to achieve virtually every other facet of hardware-related operations in ways that expand potential and lower costs.

Among the developments in basic line technology is a new type of cable connector manufactured by Raychem Corp. and supplied exclusively by Anixter Communications. The connector, called ThermoCrimp, employs heat application on a high-recovery-force, heat-shrinkable compression ring against a corrosion-resistant aluminum connector body. When heat is applied to the device, a special temperature-indicating paint on the installation has been properly completed.

In another innovation in line technology, M/A-COM Comm/Scope announced a two-level surface treatment method designed to protect copper conductors from corrosion and degradation. Known as Double-Clad, the Comm/Scope innovation is designed as an alternative to use stronger conductor dielectric adhesives, which have been the major means of protecting coaxial cable from moisture migration and corrosion.

Addressability is, of course, one of the hottest topics and one of the most heavily debated issues on the hardware side of cable. The race is still on among manufacturers for the most reliable and innovative system. Now the out-of-home addressability sweepstakes is growing. The major MSOs have widely varying views on the level of addressable activity they wish to get into (*CV*, 2/14/83, p. 36). And manufacturers are racing to offer products that each hopes will convince MSOs that they provide the best.

For the most part, the addressable field is still dominated by some well-known big names: Jerrold, Oak, Zenith, Pioneer and Scientific-Atlanta. Some supply houses are known to be making moves to get more involved in the addressable field. Anixter Communications, for example, is said to be testing the Hamlin Converter and preparing for bulk production.

All of these advanced hardware offerings give supply houses plenty of new wares to sell. But because there is a slower rate of builds these days, many distributors have had to reshape their marketing plans to find the particular niche they can fill.

North Supply Co., based in Lenexa, Kan., is an example of one supply company seeking its niche. A longtime distributor in the telephone business, North will use its experience in cable and telephone for business growth, according to Bill Winslow, product manager for cable TV products.

"Our main thrust, as far as cable is concerned, is to supply cable TV equipment to telephone companies that are building cable franchises," Winslow said.

The company is also developing a line of economical equipment that it can market to small system operators. "The cable distributor today has to be able to develop a product line that is going to be viable now and in the future," Winslow said.

Suppliers said their current product lines could be adapted to suit new television technologies with relative ease. However, there seems to be a feeling of uncertainty at this point as to how much suppliers want to become involved in the new media and how much they would benefit by doing so. While some are taking a hard look at DBS and SMATV, others seem to be taking a wait-and-see attitude.

—Craig Leddy

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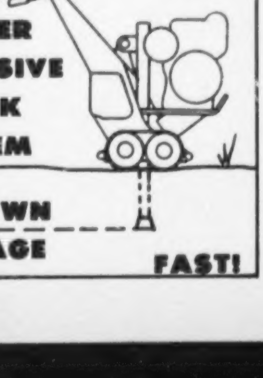

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(Continued from page 70.)

seeks out minority trainees and subcontractors.

In the midst of Commco's growth as a construction company, Jenkins is bringing his venture out of another business, cable system ownership. Before he came aboard, Commco invested as sole or co-partner in small franchises around Corpus Christi, and in the Southeast. As the company picked up major contracting jobs, such as the Dallas franchise, Jenkins began selling systems. Commco's sole cable system is a 12-channel new-build in Needille, Texas, with 500 subscribers. That, too, will be sold once Commco completes the build, Jenkins said.

"The company got into ownership on a limited partnership basis to offset some tax problems, figuring that owning small systems was a pretty good tax hedge," Jenkins said. "We reaped the tax benefits and sold the systems for capital gains. It was such a small portion of our business, but we sensed a bit of irritation. We're not going to take the chance that one of our customers would object to (our owning systems). I don't think it's conflict of interest, but it might be perceived by some customers that way."

Alameda portends a major boon in system construction using optical communications, Jenkins believes. Backing that conviction up, a number of training programs are going on at other Commco building sites away from Alameda, concentrating on optical technology and techniques. Underground work on the system started in mid-July, while aerial hookups began late last month. Jenkins said construction will be wrapped up by mid-December, with the system wiring subscribers early next year.

"We've spent an awful lot of money developing construction of the system and training people," he continued. "I hope it turns out to be a business."

Qurashi's company on target

Maqbool Qurashi, president of AM Cable TV Industries, started with Jerrold 22 years ago developing products in that company's laboratories. After stints at GE and Magnavox, Qurashi returned to Jerrold to work in its turnkey division.

"There were problems concerning the two-way systems that were starting to come into vogue back in 1973," he explained. "So I trained a number of people for Jerrold and set up a school for installation and field engineering personnel. After that business started to take a downturn and Jerrold decided to get out of the construction business, I felt there was a vacuum, so we started AM Communications in 1974."

The company started out small, but it began in a highly technical phase of the business, according to Qurashi. "We have a contract with Jerrold to renovate the Akron, Ohio, system run by Warner Amex. We redid the whole system, upgrading it and changing some electronics in 1974.

"The people I had in management had close to 200 years of experience in turnkey construction among them. So it was natural for us to get into turnkey construction," Qurashi explained. "In the late '70s and early '80s, the labor content was very high, so it made sense for a contractor to be in the turnkey business."

Half of AM Cable's business today is turnkey jobs. And that side of the business is starting to grow, according to Qurashi. "I think the system owners are realizing it pays to go turnkey with a reputable and well organized company," he noted.

AM Cable counts U/A Columbia and TeleCable among its list of turnkey clients, along with smaller cable system operators. The company now has 20 projects underway in 18 states.

For its biggest ongoing project, AM Cable is serving as the prime aerial contractor for Cablevision Systems' Boston build. The aerial portion will run some 490 miles of the 750-mile system. In addition, the company is pulling cable through the ductwork, installing the equipment for the underground portion of the system and doing all the engineering.

Qurashi believes the recession didn't affect the cable TV industry. "Whatever franchises were delivered and signed before the interest rates rose, the system operators had the obligation to fulfill. They really couldn't get away from it," he said.

"Construction slowed down over the past six months, but the reason is the struggles in the big cities like New York, Philadelphia, Baltimore, Detroit, St. Louis and Minneapolis," he said. "I think those have delayed construction." Over the past month, however, Qurashi said that requests to bid have increased tremendously.

AM Cable has close to 650 employees in its construction division, and nearly 400 pieces of "rolling stock" equipment for both its underground and aerial operations. Last year, the company finished with revenues of $33 million and gross profits of $8.7 million.

Nearly 70 percent of its construction projects are for new-builds, with the remainder rebuilds. Qurashi predicts that the proportion of new-builds will increase as the areas such as Philadelphia and the outer boroughs of New York City come on line.

AM Cable doesn't have much problem with the quality of equipment that has been in the marketplace for some time. But new equipment is a different story, according to Qurashi: "Sometimes a vendor has a technology, and he gets forced into delivering that technology to meet certain requirements and to capture the market. In those areas, we've had some problems." He listed amplifiers with advanced features as an example.

Qurashi thinks the Boston build has given his company experience that could be helpful in other urban areas. For example, in order to comply with requirements dealing with minority and resident

Plant and potential plant miles by state

State	Plant Miles	Potential additional plant miles
Alabama	12,109	6,886
Alaska	699	527
Arizona	7,329	5,773
Arkansas	7,534	4,396
California	48,908	37,170
Colorado	7,390	6,559
Connecticut	8,495	10,849
Delaware	2,278	2,225
Florida	36,385	23,227
Georgia	17,746	18,457
Hawaii	2,077	1,680
Idaho	3,355	2,453
Illinois	18,029	16,808
Indiana	12,893	9,707
Iowa	7,461	6,740
Kansas	7,128	5,206
Kentucky	10,620	7,020
Louisiana	9,624	7,874
Maine	2,622	1,806
Maryland	6,155	5,845
Massachusetts	9,421	7,694
Michigan	20,039	14,601
Minnesota	6,879	4,361
Mississippi	7,105	5,031
Missouri	9,734	6,988
Montana	1,890	922
Nebraska	3,352	3,555
Nevada	1,384	1,471
New Hampshire	3,160	1,974
New Jersey	21,107	16,757
New Mexico	4,726	3,627
New York	30,221	22,396
North Carolina	20,059	16,999
North Dakota	1,514	934
No. Marianna Islands	72	85
Ohio	25,720	18,715
Oklahoma	11,021	8,053
Oregon	7,552	5,443
Pennsylvania	34,590	19,380
Puerto Rico	1,068	350
Rhode Island	863	1,793
South Carolina	8,842	5,755
South Dakota	1,362	1,119
Tennessee	14,764	14,182
Texas	44,599	31,943
Utah	1,932	1,167
Vermont	1,543	567
Virgin Islands	200	215
Virginia	12,083	10,415
Washington	10,535	11,314
West Virginia	6,352	3,400
Wisconsin	9,736	8,964
Wyoming	1,859	1,460
Total	**564,121**	**432,838**

Source: ICR, Cable Information Service—a Titsch Communications division.

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participation, AM Cable set up a training school in conjunction with the Boston Technical Institute. "We've used 30 of their graduates," Qurashi said.

"The requirements are there and I fully understand why they are there in a big city like Boston," he said. "The problems become very easy when your customer—like Cablevision Systems in Boston—is very cooperative in resolving them. They've actually sat down with us and created a joint attack on a problem."

"This is a training process for the cities," he said. "It's a different set of rules which we must learn to get used to."

In Boston, there is a requirement that 27 percent of employees are members of minorities, 7 percent are women and at least 50 percent are residents of Boston.

"How can we suddenly put them on the payroll and start building a system for which the city has developed a very ambitious schedule?" he asked. "But the city was very understanding. We talked to them and they said, 'Okay, bring in outside people in the beginning but slowly change over.' And we've done that. We're meeting all the city requirements and we're building at a very high speed in Boston."

Flexibility in the company's management and cooperation from a customer is very important, according to Qurashi. "There are many costs involved here. If the customer isn't sympathetic, he could drive (the contractor) broke. Cablevision has been tremendously cooperative with us. Where they saw that extra costs were being incurred, they shared them."

Qurashi related one story about the Boston build: "The excavating contractor had never done cable TV work before. When he put in the conduits, he put in right angles. You can't pull cable through right angles, so we had to go back and redo the whole thing," he said.

"Each of the cities is going to present its own problems," he warned. "We have learned a lot in Boston, but the outer boroughs may have their own problems, and Philadelphia will have its own problems."

Nationwide stresses quality

Since he began his medium-sized cable construction firm three years ago, Tony DeNigris, president of Nationwide CATV of Milford, Conn., has traded on the fates and fortunes of a maturing industry. When he left the former Alda Gorup, where he was chief engineer, DeNigris had planned to offer a complete package of services, from design and strand mapping and engineering to materials acquisition and hands-on construction. Some of his firm's jobs have been of the soup-to-nuts variety: of the 60 projects Nationwide has worked on, DeNigris reckons that his staff has done more than just build.

But as the economies of the business have changed, so too has the definition of what constitutes a "turnkey" job. These days, DeNigris says, some of his clients do the heavy preconstruction planning and materials acquisition themselves. But they prefer to turn the bulk of the actual work over to turnkeys, he theorizes, so that the contractor, and not the MSO, is faced with the challenge of making sure that the project is kept within budget. In most cases he's been involved, DeNigris says, the turnkey firm is responsible for absorbing any overruns. And that, he maintains, is both a selling point and a potential pitfall of the business: firms able to bring a job in as planned will profit, while those that cannot control on-site expenses, such as labor costs, risk a margin squeeze. On jobs where his firm is responsible for materials purchases, it assumes responsibility to make sure that what was ordered is enough to get the job done—without excess wastage or a shortfall that could delay the construction timetable.

"If I'm going to sell you something, in order to stay alive I have to deliver exactly what I promise you, but no more," DeNigris says. He recalls seeing hundreds of feet of cable consigned to the dumpster or buried on site, all because a too-large roll of cable was issued by a warehouse crew. "I've seen this happen time and time again," 35-year-old DeNigris recalls. "A system has 100 miles of cable to run, and they build 100 miles of cable, and find out they actually bought 120 miles of stuff on reels. They don't know where the other 20 miles went."

But with a properly drawn turnkey agreement, DeNigris maintains, cost-control responsibilities are shifted onto the contractor. "And the contractors tend not to waste material when they're paying for it themselves."

Controlling costs is a priority item with Nationwide, especially in the current economic environment. As the industry enters the post new-build era—a time when most jobs involve upgrades and rebuilds, the potential universe of clients for turnkeys has diminished proportionately, he says. "More and more contractors at this point in time are competing for the fewer jobs out there," DeNigris says. In order to stay competitive, DeNigris says his firm has found it necessary to lower its overall pricing structure by about 20 percent. That, of course, has meant a squeeze on profits for his firm. (He usually works with about 45 employees; the number varies according to current projects.)

DeNigris says he's had to cut his prices because even larger companies are doing the same thing. Because larger firms can benefit from economies of scale that smaller players cannot achieve, sometimes the "big boys" can underbid smaller competitors, DeNigris maintains. In such cases, he says, he must convince general contractor MSOs that his smaller operation can deliver a higher-quality job. He claims the quality issue led Natiowide to win the turnkey contract for American Cablesystem's South Shore Boston-area builds.

DeNigris says that to stay alive, smaller firms such as his must bid "pretty close to what the big boys are doing... We feel they've been bidding jobs at just about the

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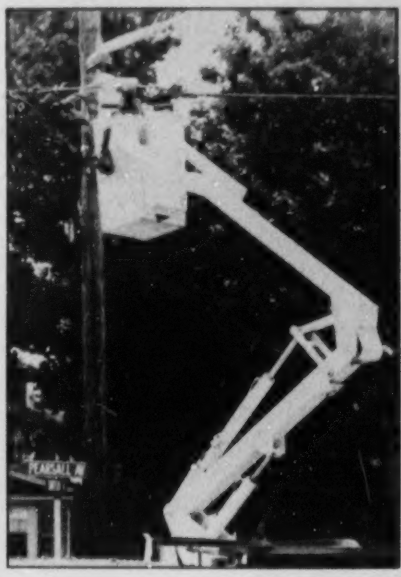

Nationwide CATV Services

break-even point, in an effort to just keep their people working, just keep the cash flow going. But that makes it harder for some of the smaller guys to get in and stay alive. It keeps (the bigger players) in the ball park, but the other guys may get washed down the drain. It's better for them to keep a job and maybe make very little money on it just to keep people working and keep the equipment in use."

That is why quality should be a paramount concern to turnkeys and smaller construction firms, Nationwide's chief maintains. "We're small enough that we can give them the attention they need. We won't leave them hanging in the wings with one of our junior people or field people that come out of nowhere, as some of the big guys do. (Our clients) are used to dealing with us on a more personal basis, so they've agreed to pay us a little higher to let us do the job. But they're going to get the quality they want."

Quality stems to a large part from in-field supervision, DeNigris says. He maintains that the quality of work performed by most experienced linemen is fairly uniform, because many work from job to job with many companies, refining their expertise and garnering more experience along the way. The key to ensuring on-site quality work, DeNigris believes, is at the field supervisor level: "That's where we put our emphasis. We impress on our foremen and site supervisors that it's up to them to put in place the standards we require. That's where the difference is."

Although DeNigris says he's found it necessary to cut his prices to stay competitive, he claims he hasn't detected significant downward price movements from suppliers. That's better than a couple of yeas ago, he says, "when all we were hearing was 'increase.' Now it's pretty stable. But prices haven't come down." Yet labor costs are continually on the rise, he says. Although most smaller construction firms find it relatively easy to stay non-union because they hire many transient workers and rarely stay on a single job for a protracted period, Nationwide has faced a

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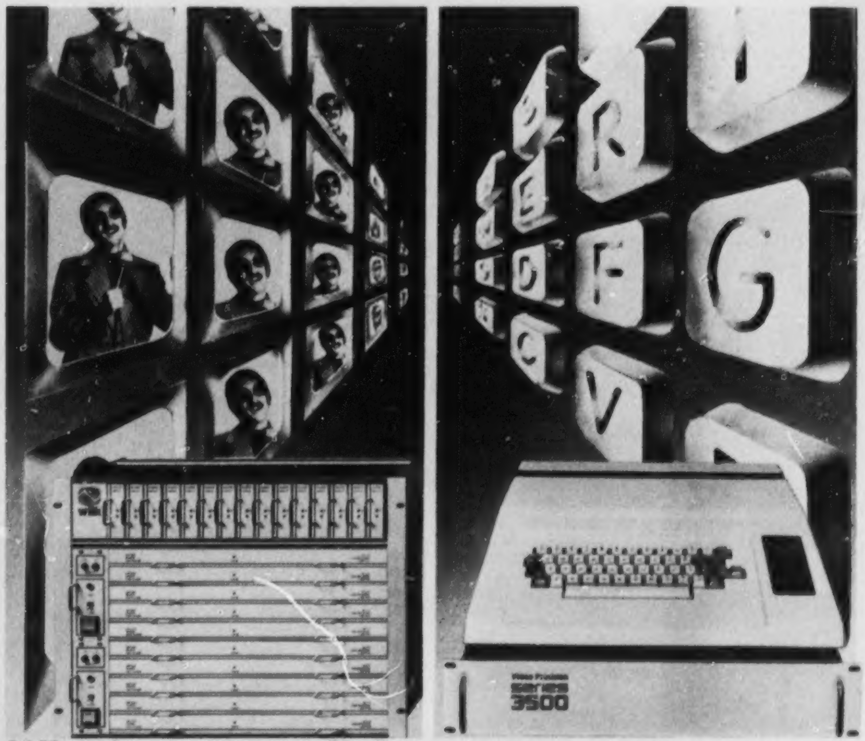

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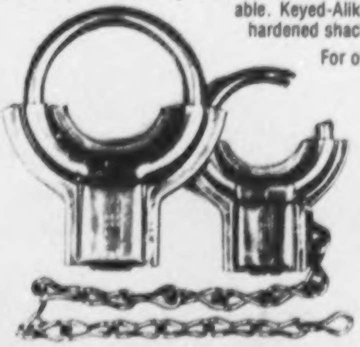

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challenge from the International Brotherhood of Electrical Workers, DeNigris says. The union push didn't go far, however, before the IBEW withdrew from its organizing effort.

To minimize labor problems, DeNigris says he complies with franchise requirements, such as provisions for minority workers. "We always try to get a spread of minorities, even women from time to time," he says, adding that the women usually "don't end up lasting, but those that have, we've used them." DeNigris concedes, however, that because of the high degree of experience necessary to work cable construction—and because of the barriers faced by minority workers seeking to enter the trade—it is often difficult to find qualified minority help. "When we do, we've made a good effort to train them and use them" he says.

Just last week, Nationwide crews were putting the finishing touches on a sophisticated triple-trunk, 450 MHz new-build in Harrison, N.Y., where Adams-Russell holds the franchise. DeNigris put the value of the job, which passes some 7,000 homes, at about three-quarters of a million dollars. In the Harrison build, the firm and the MSO were faced with several tricky construction problems involving work on state-controlled thoroughfares, such as a major parkway and an interstate highway that traverses the area. Because Nationwide is not bonded to work on state property—and because DeNigris would rather not put up the sum required to allow such work—the MSO brought in another contractor that regularly handles road work.

But DeNigris strongly believes that turnkey and small contractors should strive to do as much as they can themselves, except when extenuating circumstances make it economically prohibitive. He strongly counsels against smaller contracts using subcontractors for elements of the job, since the turnkey risks losing quality control. His firm will use individuals who are incorporated as subcontractors, but steadfastly will not use companies with employees of their own.

Maintaining control also is a way of minimizing nuisance claims from homeowners who may make specious claims against cable constructors, DeNigris says. While his firm has had to go to its insurer to pay claims by homeowners, DeNigris maintains that some of the claims were without merit—but that the MSO general contractor required that his firm cover the claim through its insurance "to avoid a big political stink." As a result, he says, the insurance premiums paid by his and other smaller firms have increased, further cutting into operating margins. DeNigris estimates that his insurance costs have increased some 30 percent in the past year, and he partly blames residents who want to "eat off the cable industry" for driving up the cost of coverage.

Although DeNigris sees more competition for fewer construction jobs in the future, Nationwide has a full two years of committed work on its calendar, much of it new-builds. After that, he says his firm will be "well in there" with rebuild activity. "We're big enough that we won't have any

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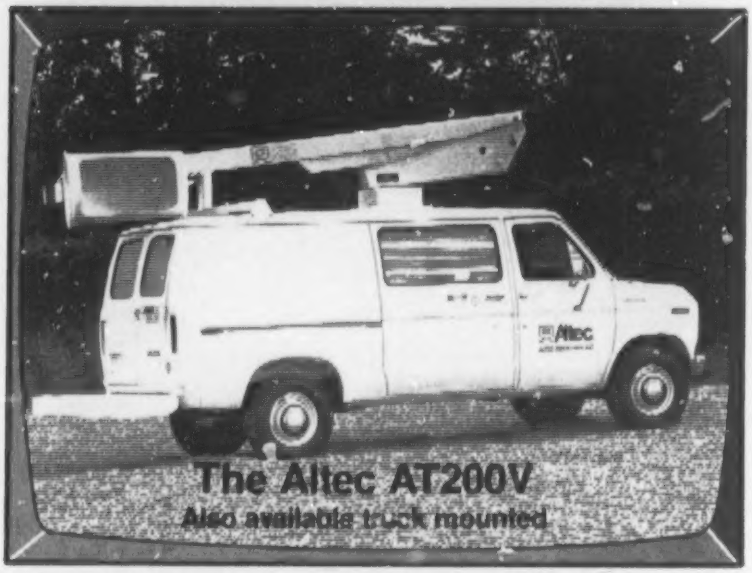

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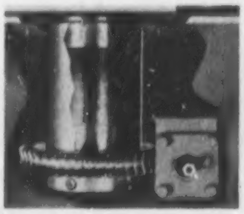

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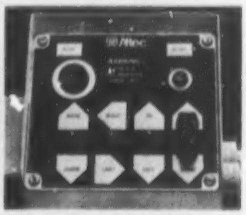

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problems," he predicts confidently, noting that his firm has 25 fully equipped trucks on hand, not counting underground equipment. "We're already looking at a 1984 200-mile rebuild, and we've done some already. I have to agree with what most contractors in the know will say: We're in a declining situation when it comes to new-builds, but the rebuild and upgrade activity is going to increase."

However, the smaller competitors face a squeeze and should begin to formulate strategies on how to handle it. "Some of the small guys may dry up," DeNigris says bluntly. "We're getting calls from companies selling equipment. They don't want to admit it, but they're getting squeezed. It's still a who-you-know business; if you know certain people in the areas you concentrate your work in, you'll stay alive."

Kennedy staying competitive

Kennedy Cable Construction President Roger Kennedy means it literally when he says he "started from the ground and worked his way up" in the cable construction business. Before forming his own company in 1972, Kennedy was digging ditches and laying cable.

Now, Kennedy claims his Georgia-based company "is one of the largest underground cable contractors in the business." It employs more than 1,000 construction workers, has $2.7 million invested in equipment, and last year grossed over $10 million in sales, servicing about a dozen different cable companies. But in the last six months, Kennedy said the company's sales have been down by half—an indication, he believes of the tight, highly competitive situation the cable construction industry finds itself in. He blames it primarily on an influx of new, inexperienced cable construction contractors into the business and the slowing of many major MSO builds in big cities.

"We anticipated a lot (of business) this year, but the industry is off. We don't know when it will improve. All indications look like early 1984," Kennedy said.

The "flood of cable contractors" into the business happened within the last year and a half, according to Kennedy, about the time when major MSOs began to cut back on construction.

"A lot of these contractors worked as subcontractors. When the work-load dropped off, these guys were out on the street looking for work and bidding against us," Kennedy said.

Kennedy maintains that some of these companies are not qualified since they have no track record. They bid low and force major contractors to compete with their pricing. In many instances, the work is underpriced and inferior, Kennedy believes.

Milt Deever, President - Comtech Data Corp.

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The Comtech Series 500 broadband modems are designed to be compatible with existing CATV systems. Connecting a 500 Series modem to your system will allow you to transmit data bi-directionally at rates of 56 KBPS to 10 MBPS, with aggregate rates up to 500 MBPS, using available bandwidths currently unoccupied.

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Comtech is committed to the developing technology of broadband data transmission and we will continue to enhance and broaden this product line. Our engineering excellence is providing effective solutions for transmitting high speed digital data on broadband systems. For more information call or write Comtech Data Corporation's Digital Product Sales Department, 350 North Hayden Road, Scottsdale, AZ 85257, (602) 949-1155 or TWX 910-950-0085.

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Construction

Like other cable contractors, the bulk of Kennedy's business is in construction labor and not true turnkey cable in Georgia, South Carolina and Florida, primarily for independent operators. Kennedy said that in an effort to keep the company's turnkey operation in full swing, he has tailored the turnkeys to "Mom and Pop system owners who need expertise in engineering and construction." Turnkey construction makes up to 20 to 30 percent of Kennedy's business. None of the turnkey business has been for larger MSOs, but the company has done construction work for Warner Amex, Storer, TeleCable, Vision Cable and Cable Atlanta, mostly in the Sunbelt area.

Kennedy recently finished a job with a Storer system in Charleston, S.C., a project the company has been working on since 1977. Kennedy construction crews laid about 1,000 miles of cable for the system. Storer cut back on construction this year, according to Kennedy, which stopped work in Charleston. "All they are doing now is their major commitments. That really affected us," he said.

For a job such as Charleston, Kennedy invested some $50,000 in underground equipment and tools, and $20,000 for the aerial crew, trucks and equipment. Its charges vary as much as 20 percent depending on a project's location, the area's terrain and the cost of living. Underground labor costs range from $1 to $10 per foot, and for aerial, 40 to 70 cents a foot.

Kennedy believes many MSOs are taking cues from Storer and Warner Amex, two companies that have both slowed construction because of tight financial situations.

"They've (Storer and Warner Amex) got all the other MSOs looking at them because they've lost money. They (the other MSOs) are saying 'We better look at what we're doing, maybe we better slow down and concentrate on getting new subscribers and forget about doing a rebuild project or a new-build program.' The problems with Storer and Warner Amex have definitely affected the MSOs on their building rights," Kennedy said.

Despite the tough competition, Kennedy believes the less qualified contractors will be weeded out. His company recently was awarded a contract in Tampa were they bid against 100 other applicants. But he said that the company has had to cut its prices "tremendously" to get work.

Wright & Lopez's move

Wright & Lopez tinkered with cable for 10 or 12 years before getting into it seriously in June 1981, according to Eugene Casale, marketing manager for the company's cable television division in Jupiter, Fla. After spending 45 years in the telephone construction business, the company had the necessary equipment and had reached "maximum" saturation in the telephone business, he said.

"It was logical. Wright & Lopez was licensed in over 14 states to do telephone

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Drafting
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Newhall, CA 91321
(805) 254-0030

work, and we were doing bits and pieces of cable at the request of local groups."

The company does a number of cable builds for small communities under the Rural Electrification Act. Those REA jobs are total turnkey operations, with Wright & Lopez buying all the equipment including poles, cable and amplifiers.

For systems that are privately financed, W&L generally provides the labor to build the system, and the franchisee furnishes all the supplies. Half of the company's jobs are private franchises.

The only work that is subcontracted out is usually road restoration. Everything else is done in house, according to Tom Scott, general manager of the CATV division.

Wright & Lopez is just finishing up building new plant for Colony Communications' system in Coral Gables and Hialeah, Fla. In addition, the company is building a 90-mile system in Reynolds, Ga., for Peoples Telephone Service and a 300-mile system for Atlantic Telephone in Shallotte, N.C. In Atlanta, W&L is wiring multi-dwelling units on a bid basis for Cable Atlanta.

Although the recession has affected the cable TV industry, Scott believes the economy is making a slow turnaround and his business is picking up. "Business was worse probably six or eight months ago when the economic slowdown finally caught up with the industry," he said.

"But it didn't last long. People just ran short of money. The large cable companies were having to look at their budgets and see what kind of money they had to bid on and build franchises with," he said.

Wright & Lopez employs 300 in its CATV division. The company has 22 cable trailers, 83 pickup trucks, 670 heavy trucks, 124 boring rigs, 219 backhoes and 307 trenchers.

Last year, the CATV division had operating expenses of $2.5 million for materials and $3 million for labor and overhead on gross revenues of $10 million.

Everything the division has done thus far has been new-builds, but the company has bid on some rebuilds, including one in Raleigh, N.C. Scott says his company plans to bid on the contracts for the outer boroughs of New York City as well.

Scott complained that the cost of equipment and supplies has nearly tripled in the past decade. However, he said the increases in the prices of equipment had slowed down in the last year.

"People are willing to negotiate a price on a piece of equipment, rather than when the business was great and equipment was hard to get—and suppliers got their prices," he said.

View from SCTE

As president of the Society of Cable Television Engineers and executive vice president of a major cable construction company, Communications Construction Group, of Westchester, Pa., Tom Polis is in a unique position to view the current trends in the industry with regard to building, hardware sales and technological developments. In an interview, Polis' comments seemed to accurately sum up the current situation in the field.

Construction and hardware sales have slowed over the past few months, Polis noted, but that is no cause for great alarm. Polis foresees more rebuilds and upgrades coming into being. Along with this is a growing interest among operators in new technological advances to revamp their current plant. And, in another trend that speaks well for the industry, Polis believes the quality of most products have improved while prices have generally remained competitive.

In reviewing the year's activity so far, Polis said, "There has been generally less construction during 1983 than originally forecast. Plant is growing at a lower rate than it has in the past. There are a lot of reasons for this, but I think it's mainly due to the fact that there's been so much capital already thrown out and so many questions concerning the viability of the major markets."

Polis sees some hesitancy in small markets as well as major urban areas. "There were some systems in 1982 that were 'for sure' going to be built in '83 and they're now 'for sure' going to be built in the first quarter of '84."

While the new-build situation has slowed, there is an increased emphasis on rebuilds. "I tend to see much more activity right how in the way of rebuilds, where they are physically removing old plant and building new state-of-the-art plant," Polis said.

"Also there has been a surge in recent months of retrofit ungrades, where cable is remaining in place and the electronic capacity is upgraded from, say, 220 MHz to 300 or 330 utilizing new technologies such as feedforward or power doubling."

Being on the construction side of cable, Polis views the product lines of the wide number of distributors. He said, "I think the biggest change has been in the area of reliability, particularly with line equipment. In terms of the amplifier, passives, etc., we're finding much more consistency in products delivered to the field and a to less infantile failures. Quality in general has improved. New innovations are coming out which, of course, have their inherent initial problems. But the basic products themselves have improved considerably."

The increase in quality has not meant large increase in prices. "I think the pricing is far more competitive than it was a year ago," Polis said.

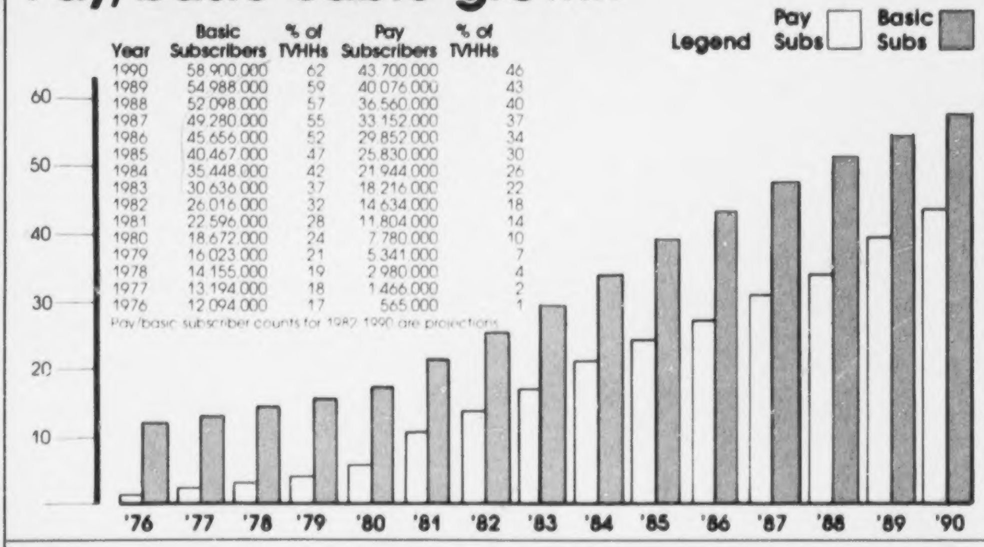
In addition, Polis feels that today's manufacturers of cable equipment are better meeting the needs of the operator. "The driving force has always been the manufacturers in meeting the operators' needs. I think we're starting to see a turn here where the operator is telling the manufacturer what he needs."

—Craig Leddy

Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division.



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Subscription television systems

ON TV
1225 Grand Central Ave.
Glendale, Calif. 91201
(213) 507-5600
Parent: Oak Communications
Channel 52
Turn on date: 4/1/77
Basic subs: 270,824 (6/1/83)
Basic rate/month: $22.63

SelecTV of California
4755 Alla Rd.
Marina del Ray, Calif. 90291
(213) 827-4400
Parent: Harris Broadcasting
Channel 22
Turn on date: 7/1/78
Basic subs: 118,000 (7/1/83)'
Basic rate/month: $25.09

Subscription TV-San Francisco
1176 Cherry Ave.
San Bruno, Calif. 94066
(415) 875-1277
Parent: SelecTV-San Bruno
Channel 26
Turn on date: 8/1/80
Basic subs: 14,000 (7/1/83)
Basic rate/month: $22.95

Subscription Television of Greater Washington/Baltimore (Super TV)
8200 Greensboro Dr., Suite 400
McLean, Va. 22102
(703) 556-9250
Parent: Field Communications, Subscription Television of America
Channel 50 (Washington); Channel 54 (Baltimore)
Turn on date: 11/1/81 (Washington); 7/1/82 (Baltimore)
Basic subs: 82,972 (7/1/83)
Basic rate/month: $19.95

ON-TV South Florida
4035 N. 29th Ave.
Hollywood, Fla. 33020
(305) 923-6699
Parent: Oak Media Corp.
Channel 51
Turn on date: 1/1/80
Basic subs: 36,000 (7/1/83)
Basic rate/month: $19.95

Sports Vision
875 N. Michigan, Suite 1540
Chicago, Ill. 60611
(312) 787-2600
Parent: Four Chicago sports teams
Channel 60
Turn on date: 5/1/82
Basic subs: 25,000 (7/1/83)
Basic rate/month: $21.95

ON TV of Chicago
500 E. Business Center Dr.
Mount Prospect, Ill. 60056
(312) 635-7050
Parent: Oak Communications/Harris Broadcasting/Essenes Theaters
Channel 44
Turn on date: 9/1/80
Basic subs: 96,846 (6/1/83)
Basic rate/month: $22.95

SPECTRUM
501 W. Algonquin Rd.
Arlington Heights, Ill. 60005
(312) 952-1122
Parent: United Cable Television Corp.
Channel 66
Turn on date: 9/1/81
Basic subs: 41,168 (7/1/83)
Basic rate/month: $22.95

Preview
51 Morgan Dr.
Norwood, Mass. 02062
(617) 769-7850
Parent: American Television and Communications Corp.
Channel 27
Turn on date: 9/1/80
Basic subs: 45,000 (7/1/83)
Basic rate/month: $22.95

IT Subscription Television
3951 Varsity Dr.
Ann Arbor, Mich. 48104
(313) 973-7900
Parent: Satellite Syndicated Systems Inc.
Channel 31
Turn on date: 2/1/81
Basic subs: 15,500 (7/1/83)
Basic rate/month: $19.95

SelecTV
615 Anne St. N.W.
Bemidji, Minn. 56601
(218) 751-0526
1404 W. 4th St.
Grand Rapids, Minn. 55744

(218) 326-5932
Parent: Community Broadcast Inc.
Channel 18 (Grand Rapids); Channel 26 (Bemidji)
Turn on date: 12/1/82 (Grand Rapids); 4/1/81 (Bemidji)
Basic subs: 1,500 (7/1/83)
Basic rate/month: $15.85

Spectrum
6220 N.E. Taft St.
Minneapolis, Minn. 55413
(612) 623-0200
Parent: Home Entertainment Network
Channel 23
Turn on date: 9/1/82
Basic subs: 21,811 (7/1/83)
Basic rate/month: $19.95

WHT (Wometco Home Theater)
390 W. Market St.
Newark, N.J. 07107
(201) 643-6800
3200 Expressway Dr. S.
Central Islip, N.Y. 11722
(516) 582-6700
Parent: Wometco Enterprises Inc.
Channel 67 (Smithtown); Channel 68 (Newark)
Turn on date: 1/1/80 (Smithtown); 7/1/77 (Newark)
Basic subs: 105,500 (6/1/83)
Basic rate/month: $22.95

WHT (Wometco Home Theater)
286 Eldridge Rd.
Vineland, N.J. 08360
(201) 227-8700
Parent: Wometco Enterprises Inc.
Channel 65
Turn on date: 7/1/81
Basic subs: 11,000 (6/1/83)
Basic rate/month: $21.00

ON TV
5179 Fishwick
Cincinnati, Ohio 45216
(513) 641-4400
Parent: Home Entertainment Network, a subsidiary of United Cable Television Corp.
Channel 64 (Cincinnati); Channel 66 (Dayton)
Turn on date: 12/1/82
Basic subs: 18,739 (7/1/83)
Basic rate/month: $20.95

IT Subscription Television (Tulsa STV)
5455 S. 99 East Ave.
Tulsa, Okla. 74145
(918) 622-3891
Parent: Satellite Syndicated Systems Inc.
Channel 41
Turn on date: 3/1/81
Basic subs: 7,800 (7/1/83)
Basic rate/month: $22.95

Willamette Subscription TV
9320 S.W. Barbur Blvd.
P.O. Box 19817
Portland, Ore. 91219
(503) 293-6666
Parent: Willamette Subscription TV
Channel 22 (Salem)
Turn on date: 1/1/82
Basic subs: 15,000 (6/1/83)
Basic rate/month: $19.95

PA Pay TV
300 Domino Lane
Philadelphia, Pa. 19128
(215) 483-4550
Parent: Channel 57 Inc.
Channel 57
Turn on date: 6/1/81
Basic subs: 11,000 (7/1/83)
Basic rate/month: $21.95

STV Reading Inc. (The Movie Store)
1729 N. 11th St.
Reading, Pa. 19604
(215) 921-9181
Parent: STV Reading Inc.
Channel 51
Turn on date: 1/1/83
Basic subs: 2,000 (7/1/83)
Basic rate/month: $19.95

Veu Inc.
901 W. North Carrier Pky.
Grand Prairie, Texas 75050
(214) 988-3005
Parent: Independent American Television
Channel 27 (Dallas)
Turn on date: 11/1/80
Basic subs: 54,200 (7/1/83)
Basic rate/month: $17.95

SelecTV
4085 N. 128th St.
Brookfield, Wis. 53005
(414) 783-4940
Parent: SelecTV
Channel 24 (Milwaukee)
Turn on date: 6/1/80
Basic subs: 118,000 (7/1/83)[1]
Basic rate/month: $23.57

[1] Subscriber count is combined for Marina del Ray and Milwaukee.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc.[1]	2,288,000
2.	American Television and Communications Corp.	2,248,525
3.	Group W Cable	1,812,000 (7/83)
4.	Cox Cable Communications Inc.	1,376,788
5.	Warner Amex Cable Communications Inc.	1,300,000 (4/83)
6.	Storer Cable Communications	1,279,000
7.	Times Mirror Cable Television Inc.	844,600
8.	Rogers UA Cablesystems	763,668 (5/83)
9.	Newhouse Broadcasting[2]	751,625
10.	Continental Cablevision	664,000 (4/83)
11.	Viacom Cablevision	661,982
12.	United Cable Television Corp.	596,076 (5/83)
13.	Sammons Communications Inc.	554,488 (7/83)
14.	TeleCable Corp.	360,091
15.	Heritage Communications	342,377
16.	Cablevision Systems Development	316,000 (5/83)
17.	Capital Cities Cable Inc.	314,283 (11/82)
18.	General Electric Cablevision	314,000
19.	Comcast Cable Communications	304,000
20.	Liberty Communications	262,232

Subscriber counts are as of 6/83 unless noted otherwise.
[1] Number is an estimate.
[2] Includes MetroVision, NewChannels, Vision Cable.
Source: ICR, Cable Information Service—a Titsch Communications division.

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	225,000	
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	192,000	(4/83)
3.	Houston, Texas	Warner Amex	182,600	
4.	Manhattan, N.Y.	ATC	174,415	(3/83)
5.	San Antonio, Texas	Rogers UA	164,745	(5/83)
6.	West Orange, N.J.	Maclean Hunter	149,991	(5/83)
7.	Wayne, N.J.	Rogers UA	120,394	(5/83)
8.	Tulsa, Okla.	United Cable	106,834	(5/83)
9.	Audubon, N.J.	NYT Cable	105,332	
10.	Erie County, N.Y.	Prime Cable	100,287	
11.	Rochester, N.Y.[1]	ATC	100,000	
12.	San Jose, Calif.	Gill Industries	97,850	
13.	Austin, Texas	ATC	97,425	(3/83)
14.	Cincinnati, Ohio	Warner Amex	95,000	(4/83)
15.	Tidewater, Va.	Cox Cable	91,393	(12/82)
16.	Baltimore County, Md.	Caltec Cable	92,377	(7/83)
17.	Seattle, Wash.	Group W Cable	87,618	
18.	Central Islip (L.I.), N.Y.	Viacom	87,121	
19.	Orlando, Fla.[1]	ATC	86,700	(3/83)
20.	Memphis, Tenn.	ATC	85,025	(3/83)

Subscriber counts are as of 6/83 unless noted otherwise.
[1] Figures are estimates.
Source: ICR, Cable Information Service—a Titsch Communications division.

- Ind.-Ill.-Mich. operators gear up for Great Lakes Expo
- Eastern Show advance reports: systems and suppliers
- Wyatt Co. tracks cable salaries, bonuses, perks
- Access advocates fault NYC cable pacts

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CableVision September 12, 1983. Volume 9, Number 2

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BPA

NECTA views front office

Association's annual convention hosts seminar that advocates customer service inadequacies and claims system computerization a necessity. **Leading the week, pages 16-20.**

N.Y.C. public access issue

New York State Cable Commission Chairman William Finneran indicates that his body is likely to require more specific guarantees of public access in contracts between New York City and six cable companies set to wire the outer boroughs. **Leading the week, pages 16-20.**

Pay audio service to debut

A consortium involving Pioneer, Wegener Communications and Cable Marketing Management plans to unveil a multichannel pay audio service this week at the Eastern Show. **Leading the week, pages 16-20.**

Rogers, UA split final

Rogers Cablesystems and UA Communications complete their divorce, turning the eighth largest MSO into two of the top 20. **Leading the week, pages 16-20.**

Turner posts profit

Turner Broadcasting racks up a $4.3 million profit in the second quarter, boosting its year-to-date income to $6.3 million. **Leading the week, pages 16-20.**

Knight-Ridder delays

Knight-Ridder postpones the introduction of Viewtron, its videotex service from mid-September to late October. Officials blame delays in the debugging of software for the service. **Leading the week, pages 16-20.**

Cox challenged in Vermont

A Burlington, Vt., city-sponsored task force has recommended that the city-owned electric department build and operate a 55-channel system to compete with Cox Cable Green Mountain—the MSO is fighting back. **Leading the week, pages 16-20.**

Last ditch effort

Satellite Program Network mounts eleventh-hour effort to save TeleFrance. MusicChannel, a new element in SPN's programming lineup, now being offered to affiliates for tape-delay carriage. **Page 23.**

Cross-promotion campaign

American Airlines is the first major advertiser to sign up for a Financial News Network-promoted campaign. FNN will produce 10- to 20-second tags that will run following American's commercials, at no extra charge to the airline. **Page 32.**

Reaping cable's rewards

A Wyatt Co. study finds more incentive for employees in cable than in other industries. **Page 37.**

Fairness question debated

Public interest groups oppose FCC's push to improve content doctrines for cable; cable, broadcasting and newspaper groups support the move. **Page 53.**

Eastern Show opens in Atlanta

Some 5,500 attendees are expected to convene in the Georgia World Congress Center for this third annual event. Our coverage focuses specifically on 13 Southern states, with "snapshots" of individual systems in each state that graphically demonstrate the diversity of the region. Complete booth guide, agenda and a special regional focus, which includes a listing of companies headquartered in the region and state statistics, are also featured. **Page 87.**

Great Lakes Expo kicks off

Record attendance is expected for the second meeting, this year sponsored by the Illinois-Indiana Cable Television Association and the Michigan Cable Television Association. The three-day event features 19 panels on issues ranging from retailing via cable stores to signal leakage. Complete agenda and booth guide are also previewed. **Page 118.**

Hughes HS 376 satellite on vibration table.

This week in PLUS

Most MSOs are looking to clustering to make everything easier and less expensive. When a system cluster is the goal, there are times when simply swapping systems with another operator is the best way to achieve it. The systems gained may not be large, but the economies of scale are practical. . . Building a satellite is no simple job. To make sure that a bird does not leave orbit before its time, manufacturers put their satellites—literally—through fire and ice and much more. Pages 63-86.

Reaping rewards

Wyatt Co. study finds cable employees fare better than those in other industries

FORT LEE, N.J.—Programming services and system operators—particularly the larger companies—pay well, give generous bonuses and perks and let more employees participate in long-term incentive plans, compared with general industry. These are some of the findings of a new study by the Wyatt Co.

In an in-depth look at pay levels among the major players in the industry, the compensation and employee benefit consulting firm found that CEOs at larger cable companies, who average $400,000 a year in salary and bonuses, make as much as $150,000 more than those at smaller firms.

Edward Redling, national practice coordinator for Wyatt's compensation consulting division, said such differences in pay between larger and smaller companies are common. "Generally speaking, there's a good correlation between company revenues and total compensation of executives," said Redling, who supervised the cable research.

However, the same does not hold true for employees in many technical positions, as well as for general counsels and heads of marketing and planning and development. The study didn't find large compensation differences at these levels between smaller startup companies and more mature firms. The conclusion: Newer competitors are paying these officers for special expertise needed to make their firms grow.

Wyatt Co. representatives interviewed officials at 30 cable companies--18 system operators and 12 programming companies—during May and June. Of those that participated, eight had annual revenues of more than $300 million, nine had revenues from $100 million to $299 million, and 13 were under $100 million.

Wyatt, which bills itself as the nation's largest independent actuarial, compensation and employee benefit consulting firm, has among its clients 500 banks and 3,000 manufacturing and service companies.

The researchers found that cable companies in general tend to be more liberal in awarding annual bonuses and company perks, and in letting employees participate in long-term incentive plans. According to the data, participation levels, target percentage awards and maximum bonus opportunities in annual incentive programs are greater in the cable industry than for comparable positions in general industry.

In addition, employee participation in long-term incentive plans is also more liberal and more broadly based than in most other industries. Cable companies include several positions in such long-term

Top management total compensation projections by company revenues for 1983

Position	Company revenues (in millions) $0 to $99	 $100 to $299	 $300 to $500
President/CEO	$250K	$330K	$400K
Executive vice president	130	210	275
Head of programming	125	155	180
Head of engineering	90	110	125
Head of operations	50	100	160
Head of information systems	72	78	82
Head of finance	80	105	125
Head of public affairs	42	60	92
Head of personnel and administration	45	70	92
Head of program research	48	68	84

Targeted total compensation for 1983*

General counsel	115K
Head of marketing	116
Head of planning and development	132

* For three of the top management positions included in this analysis—general counsel, head of marketing, and head of planning and development—there was little or no relationship between company revenue levels and total compensation. However, information on targeted 1983 total compensation for these positions is provided.

August, 1983

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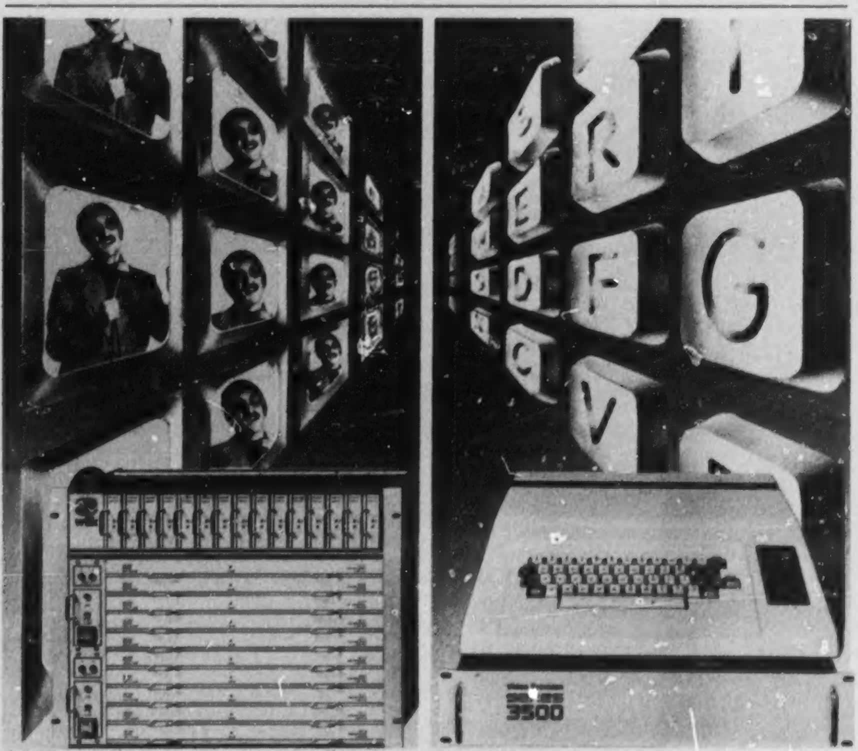

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plans that generally aren't covered by those plans in other industries.

"Even at the lower levels, you have the ability to make contributions in cable since it's an evolving industry," Redling noted. "That's not the case with most industries that are more stable and experience less growth."

Stock option plans turned out to be the most common long-term incentive program offered by cable companies. Some 46 percent have incentive stock option plans, while 54 percent offer non-qualified stock options. Most long-term plans are tied to parent companies' stock-related programs, leaving little room for creative approaches

Annual incentives

Position	1983 bonus (as a % of salary) Typical target range	Highest maximum
President/CEO	25-75	100
Executive vice president	25-80	100
Head of programming	10-50	100
Head of planning and development	15-38	60
Head of engineering	8-75	100
Head of marketing	10-30	50
Head of operations	15-75	125
Head of information systems	8-30	45
Head of finance	10-60	100
Head of public affairs	10-35	44
Head of personnel and administration	10-50	100
Head of film acquisition	10-20	40
Head of program research	10-30	44
General counsel	10-50	60
Manager-engineering/satellite technology	6-17	30
Manager-ground center/home equipment	15-30	100
Marketing manager	12-22	44
Sales manager	14-50	100
Programmer-news	10-30	44
Programmer-sports	6-10	20
Programmer-special interest/cultural	16	32

Long-term incentives

Type of plan	Percent of companies
Stock options	
Non-qualified	54
Incentive stock options	46
Restricted stock	15
Performance achievement plans	15
Multiple plans	31

that focus more on the cable company's performance, according to the data.

There is a significant opportunity for companies to improve their existing compensation programs, in Redling's opinion. "These are 'plain vanilla' approaches to long-term compensation," he maintains. "Since pay TV is an emerging industry, we believe there's a lot of opportunity for creative compensation programs."

This reflects the fact that many cable companies are part of larger corporations, many of which are involved in other endeavors as well, he explained. "Big companies force on their subsidiaries standard compensation programs and relationships."

However, Redling predicted the situation will change in the near future, with cable companies moving to more performance-oriented long-term plans designed to measure subsidiary performance. He believes that the industry's executive

(Continued on page 45.)

Five-year target gain levels by position

Position	Typical five-year target gain levels (as a % of salary)
President/CEO	250-300
Executive vice president	125-200
Head of programming	100-200
Head of planning and development	145-200
Head of finance	125-200
Head of marketing	135-200
Head of film acquisition	145-180
Head of operations	70-150
General counsel	100-200
Head of information systems	100-400
Head of public affairs	50-75
Sales manager	70-150

Note: If an executive is earning $100,000 per year, it is expected that the five-year payout will be $250,000, or 250 percent of salary. On an annualized basis, this equals $50,000 per year.

Perquisites

Perquisite	Percent of companies reporting use
Automobile	92
First-class air travel	78
Medical examinations	69
Country club membership	54
Spouse travel on company business trip	38
Personal use of company-owned condominium	38
Supplemental retirement benefits	38
Luncheon club membership	31
Special life insurance program	31
Supplemental executive life insurance	31
Financial counsel and/or estate planning	23
Personal use of company-owned airplane	23
Special medical expense reimbursement	15

Compensation comparisons for 1983: Pay television vs. general industry

Company revenues (in millions)

	$0 to $99			$100 to $299			$300 to $500		
	Pay TV	Durable goods mfg.	Non-durable goods mfg.	Pay TV	Durable goods Mfg.	Non-durable goods Mfg.	Pay TV	Durable goods mfg.	Non-durable goods mfg.
President/CEO	$250	$160	$152	$330	$240	$230	$400	$293	$284
Executive vice president	130	136	122	210	193	185	275	231	227
Head of engineering	90	66	56	110	85	72	125	97	82
Head of operations	50	77	75	100	105	100	160	122	118
Head of Information systems	72	45	44	78	58	59	82	66	68
Head of finance	80	83	78	105	119	112	125	144	135
Head of public affairs	42	51	44	60	64	59	92	72	69
Head of personnel and administration	45	51	45	70	69	60	92	81	69

July, 1983

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YORK CABLEVISION, INC.
York, South Carolina

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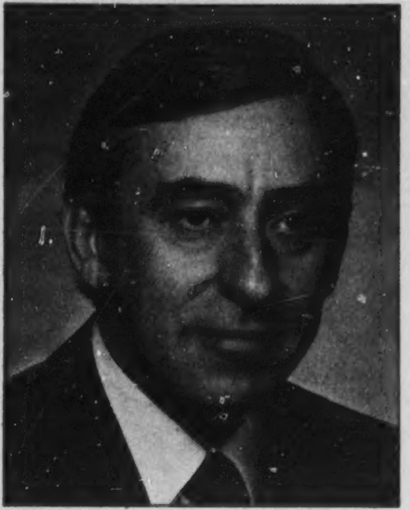
Business

(Continued from page 39.)



Edward Redling

turnover rate will encourage them to revamp their plans to become a retention tool for officers.

Cable company employees also enjoy extensive perks, which filter down to lower levels than in general industry. Redling theorizes that this is because the cable industry is so closely related to the entertainment field, where business is often conducted in an entertainment surrounding. The four most common cable perks are use of cars, first-class travel, medical exams and memberships in country clubs.

The Wyatt Co. hopes to conduct the survey again next year with an expanded number of participants.

—Sally Russell

Notes

- **The acquisition of Southern Connecticut Cablevision by Cablevision Systems of Southern Connecticut, a partnership between Charles Dolan and Scripps-Howard Cable Co., has been approved by the Connecticut Department of Public Utilities Control. Southern Connecticut Cablevision currently serves more than 48,000 subscribers, has 900 miles of plant and passes approximately 95,000 homes in Bridgeport, Stratford, Milford, Orange, Fairfield and Woodbridge.**
- **MCI sold out its offering of $1 billion in subordinated notes in order to help the company expand its long distance network rapidly after the divestiture of AT&T takes place. Drexel Burnham Lambert and Shearson/American Express were underwriters for the offering, which consisted of 1 million units priced at $1,000 each—a 9½ percent note due in 10 years and 18 five-year warrants to buy MCI stock at $55 each.**
- **Heritage Communications Inc. has announced second-quarter earnings per share of 25 cents, down from last year's 39 cents. Operating earnings in the Telecommunications Group increased by 34 percent, and the Graphics Communications Group posted an 18 percent increase over a year**

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Wilmington, Del. 19801

Video Cableservices Inc.
2415 Concord Pike
Wilmington, Del. 19803

Florida

AVM Communications Consultants
9900 N.E. 2nd Ave.
P.O. Box 531185
Miami, Fla. 33153

AIM Electronics Corp.
3600-C Hacienda Blvd.
Davie, Fla. 33314

Antenna Technology Corp.
895 Central Florida Parkway
Orlando, Fla. 32809

Antennas for Communications Inc.
334 Cypress Rd.
Ocala, Fla. 32672

Audiocom Inc.
955 N.E. 125th St. #201
Miami, Fla. 33161

Augat/Broadband Engineering Inc.
211 Commerce Lane
Jupiter, Fla. 33458

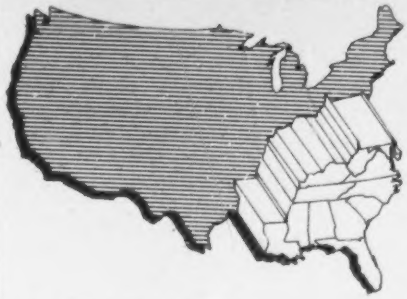
Butten & Bock Inc.
P.O. Box 2311
Melbourne, Fla. 32901

Cable Systems & Services Inc.
4437 N.E. 5 Terrace
Fort Lauderdale, Fla. 33334

Charisma Productions
440 S. Federal Hwy. #9C
Deerfield Beach, Fla.33441

Communications Equity Association
5401 W. Kennedy Blvd.
Tampa, Fla. 33609

Comtech Antenna Corp.
P.O. Box 428
St. Cloud, Fla. 32769



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2660 S. Ocean Blvd. #104S
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P.O. Box 11535
Tampa, Fla. 33680

Elephant Industries Inc.
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North Fort Myers, Fla. 33903

English Enterprizes
133 E. Marks St.
Box 6494
Orlando, Fla. 32853

Florida Automated Resources Inc.
28 W. Beach Dr.
Panama City, Fla. 32402

Freedom Television Network
965 Sunshine Lane
Altamonte Springs, Fla. 32701

Gator Transportation Inc.
Box 6494
Orlando, Fla. 32853

Global Video
744 W. Church St.
Orlando, Fla. 32805

Group Three Advertising
3200 N.E. 14th St. Causeway
Pompano Beach, Fla. 33062

Harris Corporations—Satellite
P.O. Box 1700
Melbourne, Fla. 32901

SCTA member states' statistics

State	Number of systems	Basic subs	Homes passed	Pay units	Plant miles
Alabama	114	481,758	819,183	244,293	12,109
Delaware	8	117,153	188,175	57,523	2,278
Florida	169	1,640,271	2,968,678	1,154,083	36,385
Georgia	129	667,845	1,228,762	483,780	17,746
Kentucky	200	537,367	837,162	374,257	10,620
Louisiana	74	539,783	832,341	441,470	9,624
Maryland	41	272,489	476,323	204,206	6,155
Mississippi	88	324,535	461,538	155,793	7,105
North Carolina	103	651,623	1,130,905	393,986	20,059
South Carolina	68	344,257	573,865	202,244	8,842
Tennessee	143	543,802	1,050,846	402,460	14,764
Virginia	96	539,365	951,102	298,683	12,083
West Virginia	186	370,243	515,300	103,245	6,352
Total	**1,419**	**7,030,491**	**12,034,189**	**4,516,023**	**164,122**

Hi Tech Cable Services Inc.
P.O. Box 198
Pompano Beach, Fla. 33061

Lampkin Laboratories
3935 Trentwood Pl.
Sarasota, Fla. 33580

Lundy Technical Center
3901 N.E. 12th Ave.
Pompano Beach, Fla. 33064

MSN, The Information Channel
500 Park St. N.
St. Petersburg, Fla. 33707

Microdyne Corp.
491 Oak Rd.
P.O. Box 7213
Ocala, Fla. 32672

National Christian Network
1150 W. King St.
Cocoa, Fla. 32922

Pico Satellite Inc.
415 Gator Dr.
Lantana, Fla. 33462

Q-Bit Corp.
311 Pacific Ave.
Palm Bay, Fla. 32905

Quality RF Services
825 Parkway #3
Jupiter, Fla. 33458

R Corp. , The
4000 S. Tamiami Trail #418
Sarasota, Fla. 33581

Radio Entertainment Plus
5475 Maule Way
P.O. Box 40
West Palm Beach, Fla. 33408

Russell, E. Mark
P.O. Box 1764
Bradenton, Fla. 33506

Satellite Industries Inc.
800 N.W. 62nd St.
Fort Lauderdale, Fla. 33309

Satellite Video Services
Rt. 2
P.O. Box 614
Lady Lake, Fla. 32659

Sherman and Brown Associates Inc.
1110 Brickell Ave. #430
Miami, Fla. 33131

Sonim Corp. (FIMCO)
9110 N.W. 105 Way
Miami, Fla. 33178

Superior Electronics Center Inc.
2010 Pine Terrace
Sarasota, Fla. 33581

Technicom Systems Engineering
P.O. Box 66899
St. Petersburg, Fla. 33736

Television Cable Communication
1517 W. Beresford Ave.
Deland, Fla. 32720

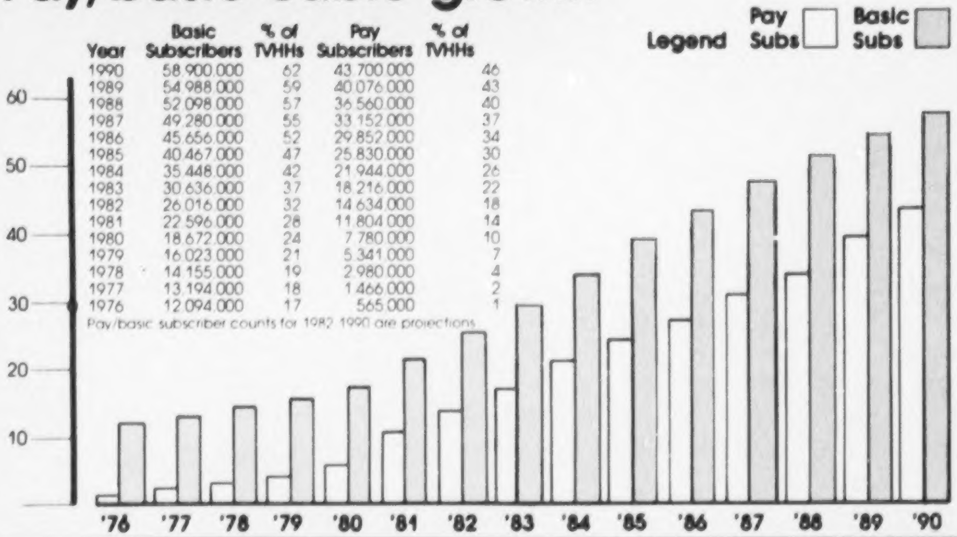
Teverama Of Florida Inc.
2335 N.W. 107th Ave. #B-44
Bldg. 2
Miami, Fla. 33172

Vital Industries Inc.
3700 N.E. 53rd Ave.
Gainesville, Fla. 32601

Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH) 83,900,000
Homes passed by cable (HP) . 51,019,700
Percent of TVHH passed by cable 60.8%
Basic cable subscribers . 28,933,300
Percent of TVHH with basic cable 35.7%
Percent of HP with basic cable 56.7%
Pay cable subs 16,800,000
Percent of TVHH with pay cable 20.2%
Percent of HP with pay cable 32.9%
Percent of basic subs with pay cable .. 58.1%

Figures are as of May 31, 1983

Film product comparison—September

Film	Pay Networks					Distributor
A Challenge For Robin Hood	HBO*					Warner Bros
A Stranger is Watching		ST				MGM/UA
Absence of Malice	(HBO)				C*	Columbia
Adventures Of The Wilderness Family			TMC	(HTN)		Simcom
The Amazing Captain Nemo	(HBO)			HTN		Warner Bros
The Amazing Mr. Blunden				HTN*		Excel Video
The Americanization of Emily		ST				MGM/UA
Amityville II: The Possession	HBO					Orion
An American Werewolf in London	(HBO)				C	PolyGram
Angel and the Badman			TMC			Corinth
Anna to the Infinite Power		ST	TMC			Film Galley
Auntie Mame			TMC			Warner Bros
Barbarosa	HBO*				(C)	ITC
Battleground		ST				MGM/UA
Beau Brummel		ST				MGM/UA
The Best Little Whorehouse In Texas	HBO*	(ST)	TMC*			Universal
Big Bad Mama					C	New World
Blade Runner	HBO	ST	TMC			Embassy
Blood Relatives	HBO					Castle Hill
Body and Soul		(ST)	TMC			Viacom
The Boy Friend		ST				MGM/UA
Breaking Away		(ST)	TMC*		(C)	20th Century-Fox
Buddy Buddy		ST*			(C)	MGM/UA
Call Me Mister				HTN		20th Century-Fox
Cannery Row		ST		(HTN)	C	MGM/UA
Carry On Emmanuelle		ST				Excel Video
Charlie Chan and the Curse of the Dragon Queen					C*	HBO
China 9, Liberty 37					C	Lorimar
Choice of Arms			TMC			Wrightwood
Coming Out Alive			TMC			D.L. Taffner
The Corn is Green			(TMC)	HTN		Warner Bros
The Cowboy And The Lady					C*	Samuel Goldwyn Co
Crossbar				HTN		Oak Media
Das Boot/The Boat		ST			(C)	Columbia
Deadline				HTN*		Worldvision
Deadly Games					C	Atlantic
Deathtrap	HBO*	(ST)	(TMC)	(HTN)		Warner Bros
Diner	HBO	(ST)	(TMC)			MGM/UA
Dirty Hands		ST				Film Gallery
Dragonslayer			TMC			Paramount
Dreamboat					C	20th Century-Fox
Enter The Ninja					C*	Viacom
The Europeans	HBO					Merchant-Ivory
Extreme Close-Up		ST				Mann
Fallen Angel					C*	Columbia
Fast Times at Ridgemont High	HBO	ST	TMC			Universal
Final Exam		ST*				Embassy
First Monday In October	HBO	ST*	(TMC)	HTN*		Paramount
The Four Horsemen of the Apocalypse		ST				MGM/UA
Galaxy Express					C	New World
The Gathering Part II				HTN*		Worldvision
Ghost Story		ST*	TMC			Universal
Gimme Shelter			TMC			Almi Group
Goin' South		ST	TMC			Paramount
Golden Rendevous					C	Samuel Goldwyn Co
Green Ice	HBO		(TMC)	HTN*	(C)	ITC
Gregory's Girl	(HBO)	ST*	TMC*			Samuel Goldwyn Co
Gulliver's Travels			(TMC)	HTN*		Corinth
Halloween II		ST	TMC			Universal
Halls Of Montezuma				HTN	(C)	20th Century-Fox
Haywire	(HBO)			HTN		Warner Bros
Heartaches	HBO*					MPM
Heaven's Gate			TMC*			MGM/UA
Hit!		ST*				Paramount
Hobson's Choice					C	Janus
Homework		ST*	(TMC)			Universal
Hot T-Shirts					C	Wrightwood
How To Beat the High Cost of Living	HBO		TMC			Orion
Humongous	(HBO)	ST*				Embassy
I Love You		ST				Atlantic
I Ought To Be In Pictures		(ST)		HTN		20th Century-Fox
I, The Jury	HBO		TMC			20th Century-Fox

Cable stats

Film	Pay Networks					Distributor
If Things Were Different					C	Worldvision
I'm Dancing as Fast as I can	(HBO)	(ST)	TMC*			Paramount
Improper Channels					C*	Crown International
The Irishman		ST				Atlantic
The Jackpot				HTN	C	20th Century-Fox
Jekyll And Hyde… Together Again	HBO*	ST*	(TMC)			Paramount
Kagemusha					C	20th Century-Fox
La Vie Continue					C	Columbia
Lady Chatterly's Lover		(ST)	(TMC)		C*	Viacom
Lady Oscar			TMC	(HTN)		Sanrio
The Last American Virgin	HBO*	(ST)	TMC*			Viacom
Le Sex Shop		ST			(C)	Castle Hill
Let the Balloon Go				HTN		Interplanetary
Little Miss Marker	HBO				(C)	Universal
Longshot			TMC			Goldfarb
Lost and Found					C	Columbia
Love Trap		ST*				Satori
MacArthur		ST	TMC			Universal
Mad Max	HBO					Orion
Making Love		ST*				20th Century-Fox
Man on a Tightrope				HTN		20th Century-Fox
The Man Who Couldn't Get Enough		ST				Muller Media
The Man Who Would Be King		ST	TMC		(C)	Lorimar
Merry Andrew		ST				MGM/UA
Missing	HBO	(ST)	(TMC)	(HTN)		Universal
The Missionary	HBO*		TMC*			Columbia
Monty Python Live At The Hollywood Bowl			TMC*		C*	Columbia
Moonshine County Express			TMC*		(C)	Viacom
The Mouse And His Child	HBO*					Sanrio
The Music Man	HBO*	(ST)	(TMC)			Warner Bros
My Champion		(ST)			C*	Film Gallery
Mystery at Castle House		ST				Satori
Never Never Land			(TMC)	HTN*	(C)	Thorn EMI
Night Moves			TMC			Warner Bros
Night Of The Juggler					C*	GCC
Night Shift	HBO*	(ST)	(TMC)			Warner Bros
On Golden Pond	HBO				(C)	ITC
On the Nickel			TMC			A. Bell
One On One		ST*	(TMC)			Warner Bros
Orchestra Wives				HTN		20th Century-Fox
Paper Tiger				HTN*		Castle Hill
Paternity		ST*		HTN*		Paramount
Payday					C	Saul Zaentz
People Will Talk			TMC	(HTN)		20th Century-Fox
Performance			TMC			Warner Bros
Poltergeist	HBO*	(ST)	(TMC)			MGM/UA
The Pride of the Yankees					C*	Samuel Goldwyn Co
Prince of the City		ST	(TMC)			Warner Bros
The Prize Fighter	HBO					HBO
Prom Night					C*	Embassy
The Pursuit of D.B. Cooper	(HBO)				C	PolyGram
Rainbow			TMC			Viacom
Real Glory					C*	Samuel Goldwyn Co
Reds	HBO	ST	TMC			Paramount
Resurrection					C	Universal
The Road Warrior	HBO	ST	TMC			Warner Bros
Royal Wedding			TMC*			Corinth
Sea Wife				HTN	(C)	20th Century-Fox
The Sea Wolves	HBO	(ST)			(C)	Lorimar
Search and Destroy		ST				Viacom
The Secret of NIMH		ST*	(TMC)	(HTN)		MGM/UA
The Secrets of the Bermuda Triangle				HTN		Warner Bros
Sharkey's Machine		(ST)	TMC			Warner Bros
Silence of the North	HBO		(TMC)	(HTN)		Universal
The Sin		ST				Viacom
The Singing Princess		ST				Best Film & Video
Sitting Ducks		ST	(TMC)			United Film
The Slipper and the Rose			TMC*			Universal
Smokey and the Bandit	HBO*	(ST)	(TMC)		(C)	Universal
S.O.S. Titanic	HBO					Viacom
So Fine		ST				Warner Bros
Sooner or Later					C	Viacom
Sounder		ST	TMC			UPA Productions
Spirit of St. Louis					C	Warner Bros
Spirit of the Wind				HTN*		Atlantic
Starstruck			TMC			SMA Entertainment
Star Wars	HBO*	ST	TMC	HTN		20th Century-Fox
The Stratton Story					C*	MGM/UA
Strike Me Pink		ST				Samuel Goldwyn Co
The Stud		ST				MGM/UA
The Student Prince		ST				MGM/UA
Summer Lovers	HBO*	(ST)	(TMC)			Orion
Superman II	(HBO)	(ST)	TMC	(HTN)		Warner Bros
Take Her, She's Mine				(HTN)	C	20th Century-Fox
Tattoo		ST*	TMC			20th Century-Fox
Tempest			TMC	HTN	C	Columbia
Thank God It's Friday					C	Columbia
They All Laughed					C	HBO
They Shall Have Music		ST*				Samuel Goldwyn Co.
Things Are Tough All Over			(TMC)		C*	Columbia
Thunderbirds 2086 Computer Madness		ST				ITC
Thunderbirds 2086 Firefall		ST				ITC
Ticket to Heaven	HBO	(ST)	(TMC)			MGM/UA
Tim			(TMC)		C	Satori
Time Bandits	HBO*					Embassy
Timerider	HBO		TMC			Simcom
Treasure Island	HBO*					Warner Bros
Treasure of the Four Crowns	HBO					Cannon
True Confessions		ST	TMC		(C)	MGM/UA
The Ultimate Warrior		ST*				Warner Bros
Used Cars					C	Columbia
Venom	HBO	(ST)	(TMC)		(C)	Film Finance
Vice Squad					C*	Embassy
Victor Victoria	HBO*	(ST)	(TMC)	(HTN)		MGM/UA
Waltz Across Texas	HBO		(TMC)			Atlantic
Way Of The Wild		ST*				Best Film & Video
Who Has Seen the Wind?			TMC		(C)	Janus
Yanks			TMC		C	Universal
Young Doctors in Love	HBO	ST	TMC		C	ABC Video
Young Lady Chatterly					C	Orion

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

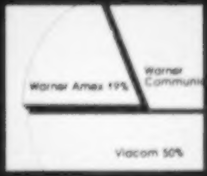
- Networks in parentheses indicate carriage in April, May, June July and/or August

- An asterisk following a network indicates the film is a carry-over from April, May, June July and/or August

- In total, 182 titles appear on the September schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of those films during the last six months (April-September 1983), 10 films appeared on four of the five services, 25 on three and 48 on two networks. Ninety-nine films are unduplicated.

- The motion picture distributor to pay cable with the most titles featured this month is Warner Bros. with 20, followed by MGM/UA with 18 and 20th Century-Fox with 16.

- "Red," the historical drama that earned Oscars for Warren Beatty (Best Director) and Maureen Stapleton (Best Supporting Actress) last year, goes on the HBO, HBO/Cinemax, Showtime and TMC guide covers this month. Appearing on HTN's front page is "Tempest," the reworking of Shakespear's fantasy starring John Cassavetes. The rest of the highlights on the HBO/Cinemax cover goes to made-for-cable product: a Kenny Rogers concert, the premiere of "Album Flash" and the Elizabeth Taylor/Carol Burnett drama matchup "Between Friends." That HBO Premiere Film also gets mention on the HBO guide cover.



- Viacom to own biggest slice of Showtime-TMC
- Eastern Show coverage from Atlanta
- Great Lakes Expo draws Midwest operators
- Rewards, risks in buying used hardware

CableVision

The news and featur he cable television industry September 19, 1983 $3.00

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Cabling the United Kingdom

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Showtime-TMC divvied up

Viacom International emerges as holding the largest equity share in the forthcoming Showtime-Movie Channel management arrangement with Warner Communications and American Express. Amex's holdings in the new venture amount to less than 10 percent. **Leading the week, pages 19-22.**

Eastern Show opens

Annual convention of the Southern Cable Television Association opens in Atlanta. **Leading the week, pages 19-22.**

Great Lakes Expo opens

The opening day of the Great Lakes Expo in Indianapolis featured a keynote speech by Rep. Tom Corcoran and panels on issues ranging from "Surviving Economic Depression" to more prosaic matters. **Leading the week, pages 19-22.**

Koplovitz advocates research

USA Network President Kay Koplovitz calls for ongoing, industry-managed research service to get viewing data to clients and agencies, announces USA will debut two new series with major ad support during her speech before New York chapter of National Academy of TV Arts & Sciences. **Leading the week, pages 19-22.**

Co-op City SMATV conflict

Satellite TV of New York Associates may find itself in court soon defending the SMATV system being built at New York City's Co-op City housing complex. **Leading the week, pages 19-22.**

FNN, Taylor settle

Officials at Financial News Network settle up with founder Glen Taylor, who resigned in July 1982 amid allegations concerning his past business arrangements. **Leading the week, pages 19-22.**

Pennarama system completed

Penn State University and the Pennsylvania Educational Communications System join forces to provide an interactive programming service that brings around-the-clock educational courses to subscribers in 27 Pennsylvania cable systems. **Page 24.**

Entering the crowded field

United Video Inc. claims the two-hour-a-week video music program, *Music Vision*, it recently spawned and plans to premiere during the Thanksgiving week, will establish an identity apart from MTV and other MTV clones by appealing to adults in the 18-34 age group. **Page 24.**

Second hand sales soar

Savings of 50 percent or more can be realized by purchasing used "as is" or refurbished equipment, or so dealers offering these types of wares contend. Smaller systems and others contemplating upgrades or rebuilds seen as most likely candidates to buy "old" hardware. **Page 63.**

REA telco funding

NCTA opposes REA plan to offer low-interest loans to rural telcos considering investing in non-telephone institutions. These loans, the NCTA argues, represent "indirect funding" of telco cable TV ventures. **Page 69.**

Pole rate debated

The Edison Electric Institute and nine member utility firms propose a revamping of the FCC's procedure for determining pole attachment rates. The cable industry rejects EEI's proposed alterations, which, if adopted by the FCC, would raise the cost of attaching cable to utility poles. **Page 70.**

About the cover

Our special international report featuring coverage of the development of the telecommunications market in Europe is illustrated with a rendering by Peter Hoey.

This week in PLUS

The pioneer has reversed his course and is moving eastward with Europe and the U.K., in particular, exploring the possibilities of following the U.S. example and setting up cable systems there. In a special international report, *CableVision Plus* analyzes the potential for cable in Europe, with attention focusing on the situation in England where licenses to build the nation's cable systems are expected to be granted this November. Ron Coleman, president of Televent and an expert in the telecommunications field, defines European concerns with cable and its regulation. Pages 35-58.

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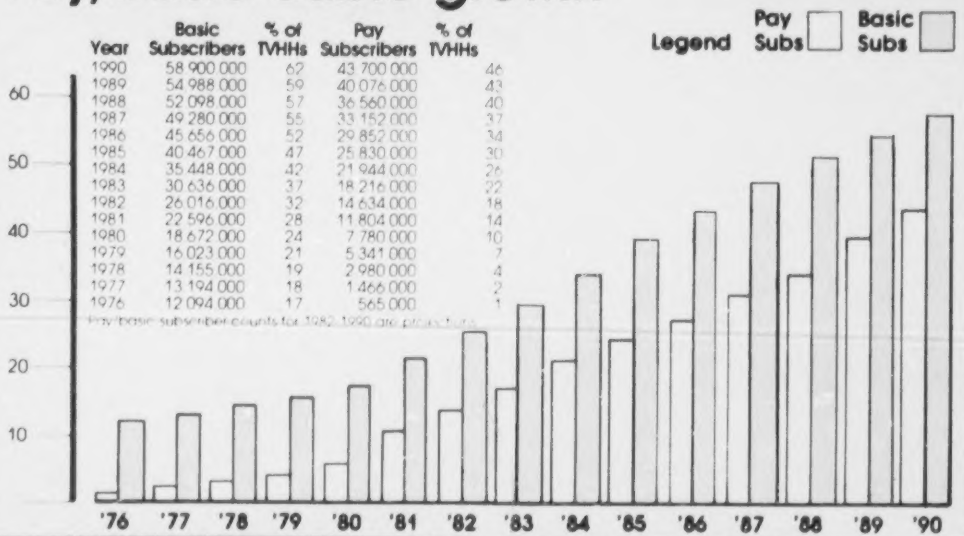
Cable stats

Pay/basic cable growth

Source: ICR, Cable Information Service—a Titsch Communications division.



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	26 016 000	32	14 634 000	18
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,900,000
Homes passed by cable (HP)	51,019,700
Percent of TVHH passed by cable	60.8%
Basic cable subscribers	28,933,300
Percent of TVHH with basic cable	35.7%
Percent of HP with basic cable	56.7%
Pay cable subs	16,800,000
Percent of TVHH with pay cable	20.2%
Percent of HP with pay cable	32.9%
Percent of basic subs with pay cable	58.1%

Figures are as of May 31, 1983

Franchising calendar

This chart examines the franchise status of communities from March 1983. "Pending" refers to communities that are in the franchising process but have not yet made an award.

Arizona
Apache Junction—consultant chosen, expect RFP issuance 12/83 (8,000 homes)

California
Claremont—proposals received from Group W and Cablevision of Claremont (9,800 homes)
Commerce—proposals received from CTS Corp. and Buena Vista Telecommunications
Costa Mesa—proposals received from Group W and Copley Colony, preliminary award expected 11/17/83 (32,637 homes)
Duarte—proposals received from Cable TV West Inc. and KTS Corp. (7,100 homes)
East San Fernando Valley—preliminary award to United Cable, final award expected 9/83 (166,000 homes)
East Yolo—expecting issue of RFP 9/83, proposals due 11/10/83
Lomita—preliminary award to Colony Communications, final award expected 9/83 (8,137 homes)
Los Altos—expect RFP to be issued 10/83 (10,000 homes)
Los Angeles—final negotiations with Community Cable Entertainment Services Systems award expected 9/83 (180,000 homes)
Norco—negotiations with Falcon Cable of Riverside, final award expected 9/21/83 (6,300 homes)
Palo Alto—RFP issued, proposals due 10/12/83 (22,000 homes)
Pasadena—final award to Falcon 5/19/83
Pico Rivera—California Cablevision contesting referendum denying them franchise
Placentia—only proposal submitted by Group W, award expected 11/83 (12,000 homes)
Sacramento—re-issuance of RFP, preliminary award expected by 11/30/83 (360,000 homes)
San Gabriel—Falcon Communications sole bidder, award expected 10/83 (11,600 homes)
South Monrovia—award to Falcon rescinded 8/83, beginning process (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected by 10/83 (43,000 homes)
West Covina—award expected 10/83, proposals received from Falcon Cable and United Cable (28,000 homes)

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes)

District of Columbia
Draft of RFP completed 6/83, RFP issuance (pending approval of District Council) expected fall 1983 (254,000 homes)

Florida
Tierra Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area 1 to Cablevision Systems (300,000 homes), Area II to Group W (217,000 homes), Area III to Group W (193,000 homes), Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes), Area V to Continental Cablevision (188,000 homes), award expected fall 1983
Countryside—preliminary award to Cablevision of Chicago, final award expected 9/83 (2,200 homes)
Downer's Grove, Darien—negotiating with Continental Cablevision, award expected by 9/83 (6,430 homes)
Elmwood Park—RFP expected 10/83 (9,500 homes)
Glen Ellyn (DuPage County areas)—award to Group W expected 9/83 (7,000 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago final award expected by 2/84 (2,000 homes)
Joy—award to Star Communications of Springfield 5/83 (220 homes)
Lisle—final award to Multimedia 5/24/83 (3,300 homes)
Naperville—final award to Centel expected 10/83 (17,500 homes)
St. Charles, Geneva—negotiating with Centel, award expected 10/83 (10,000 homes)
South Holland—award to Multimedia 3/15/83 (7,400 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes)
Wheaton—proposals received from Group W and Centel, award expected by 10/83
Winnetka—decision to have cable has been postponed
Woodbridge—award expected 1/84 (260 homes)

Indiana
DeMotte—non-exclusive award to both Northwestern Indiana Cablevision and Telecom Services 7/12/83 (800 homes)
Indianapolis—City/County Council adopted ordinance allowing city to grant cable franchise to SMATV companies

Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes)
Colo—final award to Oak Cable systems on 3/7/83 (330 homes)
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Morning Sun—expect RFP issuance by 10/83 (450 homes)
Preston—final award to Preston Area Cablevision 6/13/83 (430 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision, final award expected 9/83
Danville—negotiating with RV Cablevision and Communications Systems, award expected 11/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83
Fulton—RFP issued, proposals due 10/12/83
Greenville, Central City and Muhlenburg County—negotiating with TCI, award expected 9/83 (13,000 homes)
Harlan County—no bids received by deadline, awaiting action by Fiscal Court (40,000 homes)
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83
Mayfield—only proposal received from American Television and Communications Corp., final award expected 9/26/83

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—award to Caltec Cablevision revoked by City Council, future action uncertain (302,000 homes)
Carroll County—consultant's report on proposals from Prestige Cable and Matrix 9/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83, construction to start by 11/83 (3,600 homes)

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes)
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes)
Belchertown—pending
Belmont—exploring municipal ownership of cable
Boxborough—RFP issued, proposals due 11/15/83 (3,100 homes)
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co., award expected 1/84 (1,200 homes)
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes)
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Dedham—preliminary award to Bay Cable TV, final award expected 9/83
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—preliminary award to Continental Cablevision, final award expected 10/83
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV, preliminary award expected 11/83 (2,300 homes)
Hanson—award to Continental Cablevision 3/22/82
Hingham—preliminary award to American Cablesystems 7/14/83 (6,323 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—proposals received from Adams-Russell, CableVision Industries, United Video, Prestige Cable and Community Cablevision, award expected 9/83 (3,922 homes)
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes)
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc., preliminary award expected 1/84 (1,700 homes)
Marblehead—drafting RFP
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes)
Medfield—RFP issued, proposals due 9/15/83
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Middleborough—RFP issued, proposals due 9/16/83
Mendon—re-starting franchise process (1,200 homes)
Nahant—pending, Warner Amex sole bidder (1,433 homes)
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—final award to Campbell Communications expected by 10/83
Pepperell—award expected by 10/83 (2,800 homes)
Plympton—RFP issued, proposals due 10/17/83
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Sandwich—RFP issued, proposals due 11/23/83
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk

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Cable stats

Cable TV: preliminary award expected 10/83 (5,000 homes)

Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)

Sterling—restarting franchise process in fall 1983

Stow—RFP issued, proposals due 10/18/83

Sudbury—award to Adams-Russell 3/23/83 (4,200 homes)

Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperall Cable and Nashoba Communications; preliminary award expected 11/83 (2,306 homes)

Upton—award expected 10/83 (1,500 homes)

Walpole—preliminary award to Massachusetts Cablevision appealed by Adams-Russell (5,676 homes)

Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)

Wayland—proposals under review (3,500 homes)

Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes)

West Bridgeport—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes)

Westminster—Adams-Russell submitted only proposal (1,000 homes)

Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)

Michigan

Bloomfield Township, Bloomfield Hills—preliminary award to Booth Communications; final award expected 9/83 (15,000 homes)

Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes)

Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes)

Detroit—negotiating with Barden (471,000 homes)

Homer Township—negotiating with Gerity Cablevision

Jerome Township—award to Whitney Cablevision

Livonia—final award to Marquette Cablevision 11/82 (7,000 homes)

Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision

Romeo—final award to Harron 6/83 (1,000 homes)

West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)

West Oakland County Cable Group—preliminary award to Greater Media; final award expected by 10/15/83 (32,000 homes)

Westland—RFP issued 7/4/83; proposals due 9/6/83 (29,000 homes)

Minnesota

Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder; award expected 11/83 (12,664 homes)

Arlington, Gaylord, Winthrop, Gibbon, Green Isle—negotiating with Dowden Communications; final award expected 9/83 (2,568 homes)

Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 8/83 (5,227 homes)

Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—preliminary award to Group W 6/83; final award expected 9/83 (27,191 homes)

Burnsville, Eagan—final award to Group W 7/8/83; (12,849 homes)

Chanhassen, Carver County and Hennepin County—proposals received from CSI, Combined Cable and Dowden Communications; award expected 11/83

Dodge Center—preliminary award to Dowden 5/83; final award expected 9/83 (700 homes)

Eagan—see Burnsville

Foley—award expected 10/83

Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—proposals received from Combined Cable, Citation Cable and Dowden Communications; award expected 9/83 (5,619 homes)

Grand Marais—negotiating with Cable-Tron; award expected by 10/83

Janesville—final award to Dowden 7/8/83; (700 homes)

Maple Plain—beginning process (481 homes)

Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)

Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable; award expected 9/8/83 (11,682 homes)

Mound—award to Dowden 3/22/83 (3,600 homes)

Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—negotiating with Nor Com Video; award expected 9/83 (4,416 homes)

North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)

St. James—award to Dowden 5/83 (1,820 homes)

St. Paul—award to Continental 8/83 (111,000 homes)

Savage—assessing needs for cable

Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)

Waconia—beginning process (1,024 homes)

Watertown—beginning process (700 homes)

Wayzata—proposals received from Dowden Communications and CSI; award expected 9/83 (1,800 homes)

West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—no bids received; re-starting process (24,032 homes)

Windom—considering municipal ownership (1,600 homes)

Missouri

St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes)

Nebraska

Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes)

Nevada

Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83

New Hampshire

Atkinson—award to Harron Communications 5/25/83 (1,500 homes)

Hampstead—final award to Rockingham Cablevision (1,500 homes)

Manchester—deadline for proposals for non-exclusive franchise 9/30/83

Newton—RFP issued; proposals due 9/12/83

Pelham—proposals received from Hudson Cablevision and Harron (2,500 homes)

Sandown—RFP issued, no responses received (800 homes)

Windham—awarded to Harron Communications 5/83 (2,000 homes)

Wolfeboro—negotiating with Community TV (833 homes)

New Jersey

Jersey City—halt on issuance of RFP pending resolution of legal action

Patterson—award expected by 10/83

New York

Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)

Cherry Valley—final award to Schoharie 4/83 (250 homes)

Honeoye—award to Honeoye Cable 4/5/83 (500 homes)

Mayville, Chautauqua, Westfield, Ripley—preliminary award to US Cable; final award expected by 9/15/83 (5,430 homes)

Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84

New York City—final awards for outer boroughs 6/30/83; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens

North Salem—negotiating with Community Cable Services; award expected 9/83 (1,100 homes)

Norwich—NewChannels has applied for non-exclusive franchise; award expected 10/83 (100 homes)

Portland—negotiating with Tribune Cable; final award expected 9/13/83

Tully—award to NewChannels 8/29/83

Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina

Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes)

Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)

Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes)

Harnett County—award to Univision Cable Systems 2/83

Jackson—drafting RFP (400 homes)

Pamlico County—negotiating with Country Cable of Princeton, N.C. (4,000 homes)

Ohio

Batavia Township—proposals received from Cable Management, So-Comm, Highland Cable and Warner Amex; award by 10/83 (4,000 homes)

Bethel—preliminary award to Cable Management Group; final award expected 9/83

Brooklyn—municipal ownership under consideration (4,000 homes)

Cleveland—city still deliberating municipal versus private ownership

Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)

Lordstown—deliberating municipal versus private ownership

Oberlin—RFP issued; proposals due 9/15/83 (2,600 homes)

Quincy—negotiating with Cable Management; award expected by 8/16/83 (250 homes)

Racine—final award to Telenational Communications 5/2/83

Russell—negotiating with Cablevision of Geauga County; final award expected 9/14/83

Oregon

Amity—negotiating with Eagle Cable Systems Inc. (400 homes)

Canby—final award to Canby Cablevision 5/83 (2,500 homes)

Cottage Grove—proposals received from Northland, McCaw, Creative Cablevision and TCI; award expected 10/12/83 (2,500 homes)

Dunthrope—negotiating with Liberty Communications (507 homes)

East Multnomah County—final award to Rogers UA Cablesystems 4/7/83 (80,000 homes)

Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes)

Sylvan—negotiating with Liberty Communications (1,200 homes)

Pennsylvania

Franklin Township—preliminary award to Scatcom Cable

Paradise Township—final award to Hanover Cable TV 7/5/83

Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—RFP issued 6/20/83; proposals due 9/22/83; Area 2—Independence Cablevision, Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83

S. Versailles Township—final award to Harron 4/83 (200 homes)

Rhode Island

Newport (Middletown, Portsmouth, Tiverton, Little Compton)—final award subject to resolution of pending lawsuit (29,500 homes)

Texas

Azle—RFP issued; proposals due 10/31/83 (3,000 homes)

Joshua—franchise awarded to Alencom 4/83 (610 homes)

Plano—award to TeleCable 8/83 (30,000 homes)

Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia

Berryville, Clarke County—RFP issued; proposals due 9/2/83

Dinwiddie County—Crater General Communications submitted only proposal; award expected 10/83

Fairfax City—award to Media General 6/14/83 (6,500 homes)

Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes)

Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)

Manassas—beginning feasibility study (5,510 homes)

Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes)

Suffolk—RFP issued; proposals due 10/5/83 (16,697 homes)

Washington

Battle Ground—negotiating with Cox Cable Communications (1,000 homes)

Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)

Hartline—final award to Broadcast Services Inc. 3/83

Lakebay—final award to Lakebay TV Cable 6/20/33 (500 homes)

Wisconsin

Hayward—RFP issued; proposals due 11/11/83

Hudson, North Hudson, River Falls—negotiating with Telephone and Data Systems Inc.

Hustisford—negotiating with Cable Communications Corp. (350 homes)

Johnson Creek—preliminary award to Telenational of Milwaukee; final award expected 9/83 (400 homes)

Kenosha—final award to Total TV 7/5/83 (29,500 homes)

Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)

Spring Green, Spring Green Township, Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes)

Waterford—ordinance adopted and proposals being accepted (600 homes)

Source: ICR, Cable Information Service

Franchising in the top 20 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 3-FG, 1-FP
3.	Chicago	City is divided into five areas: FP
4.	Philadelphia	City is divided into N,S,E,W: S-OP, other three FP
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	FG/FG
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/St. Petersburg	FG/OP
19.	Denver	OP
20.	Baltimore	FP

Legend

OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Source: ICR, Cable Information Service

NOTE

ONLY THE FOLLOWING PAGES OF THIS

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Tri-Star

- Tri-Star passes Justice Dept. muster
- 'TV-Cable Week' goes under
- Franchise storm brews in Philadelphia
- British cable: more questions than answers

CableVision

The news and features weekly of the cable television industry September 26, 1983 $3.00

C8920-2 10/4/83

MAN ON THE STREET
Consumers talk

PLUS Clustering at Heritage

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CableVision September 26, 1983. Volume 9, Number 4

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CAST '83 opens in U.K.

Potential industry suppliers met with potential operators at CAST '83 in Birmingham, England, with conference speakers calling for quality programming and admitting that many questions about the new industry are still up in the air. **Leading the week, pages 18-21.**

Conflict in Philly

A storm brews in Philadelphia as Mayor Green picks three companies to wire three of the city's four quadrants. In each case, the mayor's pick is different than the firms recommended by the City Council late last month. **Leading the week, pages 18-21.**

Warner, New York Times link

Warner Communications and The New York Times Co. form a joint venture to produce and distribute informational programming by satellite to cable systems. **Leading the week, pages 18-21.**

CNN live from Russia

Cable News Network scores an impressive coup with live coverage of the unprecendented press conference held by Soviet military leaders in the wake of the shooting down of Korean Air Lines flight 007. **Leading the week, pages 18-21.**

'Follies' seeks sponsorship

Cable industry leaders saw themselves parodied and satirized as New York's Women In Cable chapter presented its second annual "Follies" last week. Now the players hope to secure corporate sponsorship for a return engagement at the upcoming Atlantic Show. **Leading the week, pages 18-21.**

Silent Network to launch

The Silent Network will start nationwide programming for deaf and hearing-impaired households via cable next January. **Leading the week, pages 18-21.**

Lobbying war breaks out

As final preparations were being made for introduction of a House companion to the S.66 bill, a lobbying war broke out between the cable industry and its opponents. **Leading the week, pages 18-21.**

Tackling PPV distribution

Sports View, a new Nashville programmer, anxiously awaits NCAA approval to begin pay-per-view distribution of nine-game package of Southeast Conference football league. **Page 25.**

Pubs pasting up posters

Manhattan Cable TV distributes sports programming calendars to bars and taverns as part of a marketing effort to entice more businesses to sign up. **Page 57.**

Creating new environment

Cautious enthusiasm and reserved optimism best describes the prevailing mood that set the tempo for the Great Lakes Expo as speakers sought solutions to problems facing PPV, sports and systems serving high-unemployment areas. **Page 59.**

Holding the line in Atlanta

Despite lower attendance and the concomitant resignation of the Maryland/Delaware Cable Television Association from the SCTA, the Eastern Show captured the attention of industry members with seminars addressing concerns of small and large operators alike. **Page 63.**

Copyright push urged

Panel discussion at Eastern Show entreats cable industry to speak out in favor of congressional copyright reforms. **Page 65.**

About the cover

Denver's 16th Street Mall was the setting for many of our man on the street interviews featured in this week's *Plus*. Earl V. DeWald photographed the scene.

This week in PLUS

At Heritage, the concept of clustering goes beyond just grouping systems; it includes grouping resources company-wide. Rod Thole, Heritage senior vice president of operations, talks with *CableVision Plus* about the methods that the MSO is using to keep costs where it would like them to be . . . Consumers usually think that they know it all, but when it comes to cable, they can be pretty far off. When we talked to the man on the street in Denver, we found that out of his mouth often came real misconceptions. As Mile Hi Cablevision continues to wire the city, some of these potential customers may be in for a real surprise when they discover what they actually get—and don't get—for their money each month. Pages 33-56.

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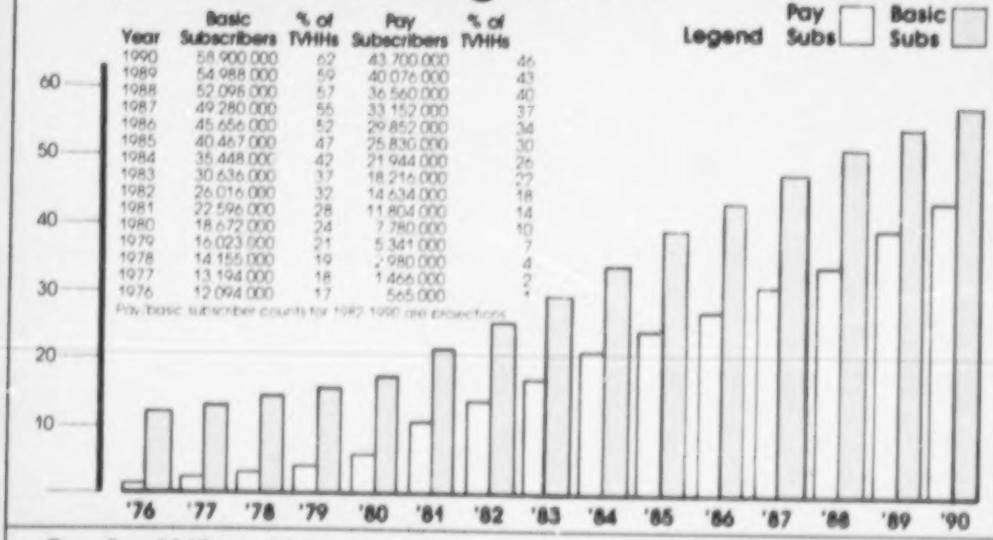
Cable stats

Pay/basic cable growth

Source ICR, Cable Information Service—a Titsch Communications division



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,096,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	*

Pay/basic subscriber counts for 1982-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Satellite lineup

Satcom III-R (RCA Americom)	Transponder
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	Transponder
American Network	19
Biznet (Viacom)	15
Bravo (ESPN)	2
Eros*	
ESPN (West)	6
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Launched April 7, 1983; no national programming services
Satcom II-R—Launched Sept. 8, 1983; no cable

Westar IV (Western Union)	Transponder
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	Transponder
The American Network	10X
AmSat/DCM	7D
ARTS (Hearst/ABC)	12D
BET	12X
Daytime (Hearst/ABC)	12D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Group W Satellite Corp.	11D, 12D
Madison Square Garden (Hughes TV Network)	1D
Nashville Network (Group W)	9D
Satellite News Channel (Group W)	8D
Incoming Feeds	9X
Regional Feeds	4X, 8X
National Feeds	6D
SelecTV (Wold Communications)	3D
Spotlight (West)	11D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	Transponder
Country Music Television	9H
ESPN	7V
ON TV	6V, 4H

Galaxy I (Hughes Communications)	Transponder
GalaVision (SIN)	20
HBO	1,3,17,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
Westinghouse	2,8,12,22

Galaxy II—Projected launch Sept. 28, 1983; no cable
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitrsink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built

Note: A company name in parentheses following a service or network designates the transponder owner. *Temporarily lost transponder space.
Source: ICR, Cable Information Service—a Titsch Communications division

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Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.[1]	2,500,000	(9/83)
2	American Television and Communications Corp	2,248,525	
3	Group W Cable	1,812,000	(7/83)
4	Cox Cable Communications Inc	1,136,788	
5	Warner Amex Cable	1,340,294	(7/83)
6	Storer Cable	1,288,873	(7/83)
7	Times Mirror Cable Television	844,600	
8	Newhouse Broadcasting[2]	751,625	
9	Continental Cablevision	664,000	
10	Viacom Cablevision	661,982	
11	Unitec Cable Television Corp	596,076	(5/83)
12	Sammons Communications Inc	554,488	(7/83)
13	Rogers Cablesystems	475,000	(9/83)
14	TeleCable Corp	360,091	
15	Heritage Communications	342,377	
16	UA Cablesystems Corp	325,000	(9/83)
17	Cablevision Systems Development	316,000	(5/83)
18	Capital Cities Cable Inc	314,283	(11/82)
19	General Electric Cablevision	314,000	
20	Comcast Cable Communications	304,000	
21	Liberty Communications	263,992	(7/83)
22	Wometco Communications	246,609	
23	Jones Intercable Inc	237,330	
24	Tele-Media	232,500	(4/83)
25	Daniels & Associates Inc	229,278	(7/83)
26	TCA Group	222,512	
27	Maclean Hunter Cable TV Ltd	215,667	(7/83)
28	Multimedia Cablevision Inc[3]	212,085	
29	Century Communications Corp	198,000	
30	Service Electric Cable TV Inc	189,500	
31	Colony Communications Inc	170,861	(4/83)
32	Centel Cable Television Co	162,156	(5/83)
33	Prime Cable Corp	146,788	
34	Rollins Cable Vue Inc	143,100	(5/83)
35	Western Communications	142,464	(8/83)
36	Cablentertainment Inc	141,491	(7/83)
37	McDonald Group	139,585	
38	Tribune Cable Communications	138,425	
39	Cable America	129,761	
40	Sutton Capital Group[4]	120,514	(3/83)
41	Communications Service Inc	120,371	(3/83)
42	Cable Vision Industries	114,884	(7/83)
43	Harron Communications Corp	114,631	
44	Midwest Video Corp	114,615	(12/81)
45	Adams-Russell Telecommunications	110,208	(7/83)
46	Midcontinent Cable Systems[5]	104,340	(8/83)
47	McCaw Communications	102,200	(7/83)
48	American Cablesystems Inc	102,180	
49	Buckeye Cablevision	101,105	(5/83)
50	Adelphia Communications	98,371	(7/83)
51	Communications Systems Inc	93,059	
52	Armstrong Utilities	89,633	(5/83)
53	Harris Cable Corp	87,800	
54	Falcon Communications	85,000	(7/83)
55	Multi-Channel TV Cable Co	84,000	(8/83)
56	Southmedia Co	83,736	
57	Televents Inc	81,100	(8/83)
58	Summit Communications	77,562	(7/83)
59	Ultracom Inc	77,000	(8/83)
60	King Videocable Co	75,724	(5/83)
61	US Cable Corp	75,000	
62	McClatchy Newspapers	74,197	(8/83)
63	Palmer Communications Inc	73,813	(4/83)
64	Greater Media	73,191	(7/83)
65	National Telecommunications Co	71,450	(4/83)
66	Perry Cable TV Corp	71,292	(5/83)
67	The Essex Group	70,124	
68	WEHCO Video Inc	69,183	(5/83)
69	Booth Communications	66,900	(7/83)
70	American Cable Television Inc	66,000	(4/83)
71	Acton Corp	65,181	
72	Lenfest Group	64,089	(8/83)
73	Total TV Inc	61,531	(5/83)
74	Omega Communications	60,000	(12/82)
75	Consolidated Cable Systems	58,300	
76	Pencor Services Inc	56,488	
77	Wabash Cablevision	53,650	(7/83)
78	Clear TV Cable Corp	53,387	(7/83)
79	Marsh Media	52,244	(4/83)
80	Omni Cable TV Corp	50,130	
81	The Daily Press	49,000	(7/83)
82	Susquehanna Broadcasting	45,565	(8/83)
83	Selkirk Communications	45,540	(5/83)
84	Sonic Cable TV	45,444	
85	Phoenix Communications	43,500	(8/83)
86	Helicon Corp	42,146	(7/83)
87	Communicom	41,000	(7/83)
88	Dorrey Cablevision	39,400	(9/83)
89	Matrix Enterprises	37,928	
90	Joseph Gans	37,000	
91	Harte-Hanks Communications	36,831	(7/83)
92	United Video Management	36,500	(5/83)
93	Simmons Communications	35,000	(8/83)
94	Combined Cable Corp	34,732	(7/83)
95	Masada Corp	32,800	(7/83)
96	National Cablesystems Inc	30,439	
97	United Broadcasting Co	30,000	(3/83)
98	Wisconsin Cablevision & Radio	29,190	
99	Southern Cablevision	29,138	(8/82)
100	MultiVision Group	28,471	(7/83)

Note: Subscriber counts are as of 6/83 unless otherwise noted

[1] Number is an estimate

[2] Includes MetroVision, NewChannels, Vision Cable

[3] Includes Tar River Communications

[4] Includes owned and partially owned systems

[5] Includes systems owned and with controlling interest

Source: ICR, Cable Information Service—a Titsch Communications division

Top 100 systems

Rank	Location	Operator	Basic Subs	
1	San Diego, Calif	Cox Cable	225,000	
2	Woodbury (Long Island), N.Y	Cablevision Systems	192,000	(4/83)
3	Houston, Texas	Warner Amex	184,900	(7/83)
4	Manhattan, N.Y.	ATC	176,700	
5	San Antonio, Texas	Rogers UA	164,745	(5/83)
6	West Orange, N.J	Maclean Hunter	152,148	(7/83)
7	Wayne, N.J	Rogers UA	120,394	(5/83)
8	Cincinnati area, Ohio	Warner Amex	110,500	(7/83)
9	Tulsa, Okla	United Cable TV	106,834	(5/83)
10	Audubon, N.J	NYT Cable	105,332	
11	Rochester, N.Y	ATC	101,775	
12	Erie County, N.Y	Prime Cable	100,287	
13	San Jose, Calif	Gill Industries	97,850	
14	Baltimore County, Md	Caltec Cablevision	92,337	(7/83)
15	Austin, Texas	ATC	92,250	
16	Tidewater, Va	Cox Cable	91,393	(12/82)
17	Honolulu, Hawaii	ATC	88,325	
18	Seattle, Wash	Group W Cable	87,618	
19	Central Islip (Long Island), N.Y	Viacom Cablevision	87,121	
20	Orlando, Fla[1]	ATC	87,000	
21	Memphis, Tenn	ATC	86,350	
22	Jefferson Parish/Kenner, La	Cox Cable	82,962	(12/82)
23	Jacksonville, Fla	ATC	82,375	
24	Toledo, Ohio	Buckeye Cablevision	82,059	(5/83)
25	Manhattan, N.Y	Group W Cable	81,464	
26	Grand Rapids, Mich	General Electric	76,500	
27	San Diego, Calif	ATC	74,850	
28	Wilmington, Del	Rollins Cable	74,800	(5/83)
29	Greater San Juan, Puerto Rico	Harris Cable	74,300	
30	San Francisco, Calif	Viacom Cablevision	73,069	
31	Wichita, Kan	Multimedia Cablevision	72,541	
32	Dallas, Texas	Warner Amex	70,900	(7/83)
33	Pittsburgh, Pa	Warner Amex	69,900	(7/83)
34	Englewood, Colo	United Cable	69,522	(5/83)
35	Richmond/Henrico County, Va	Continental	69,340	(7/83)
36	Flint, Mich	Comcast	65,000	
37	Baton Rouge, La	Daniels & Associates	63,743	(7/83)
38	Seattle, Wash	Viacom Cablevision	63,522	
39	South Bend, Ind	Heritage	62,745	
40	Melbourne, Fla[1]	ATC	62,000	
41	Columbus, Ohio	Warner Amex	60,200	(7/83)
42	Buffalo, N.Y	Cablescope	60,082	(4/83)
43	Santa Monica, Calif	Group W Cable	58,817	
44	Jefferson County, Ky	Storer	58,700	(7/83)
45	Louisville, Ky	Times Mirror	57,876	
46	Boston Complex, Mass	Warner Amex	57,864	(7/83)
47	Akron, Ohio	Warner Amex	57,177	(7/83)
48	Charlotte, N.C	ATC	57,100	
49	Dade/Broward Counties, Fla	Storer	57,000	(7/83)
50	Snohomish County, Wash	Viacom Cablevision	56,382	
51	Santa Barbara, Calif	Cox Cable	56,167	(12/82)
52	Suburban Tacoma, Wash	Cable TV of Puget Sound	56,123	
53	El Paso, Texas	Group W Cable	55,711	
54	Pompano Beach, Fla	American Video Corp	55,565	
55	Monterey, Calif	Western Communications	55,483	(8/83)
56	Kansas City, Mo	ATC	55,275	
57	Allentown, Pa	Twin County Cable	55,000	(5/83)
58	Columbus, Ohio	Coaxial Communications	54,500	
59	Harrisburg, Pa	Sammons	54,500	
60	Cleveland, Ohio	Viacom Cablevision	54,457	
61	Sarasota, Fla	Storer	53,400	(7/83)
62	Phoenix, Ariz	American Cable Television	53,157	
63	Binghamton, N.Y	NewChannels	53,016	(8/83)
64	St. Petersburg, Fla	Group W Cable	52,336	
65	Allentown, Pa	Service Electric	51,000	
66	Des Moines, Iowa	Heritage	50,732	(5/83)
67	New Haven, Conn	Storer	50,500	(7/83)
68	Jackson, Miss	ATC	50,425	
69	Canton, Ohio	Warner Amex	50,423	(7/83)
70	Hartford, Conn	Times Mirror	50,200	
71	San Diego County, Calif	Times Mirror	50,067	
72	Indianapolis, Ind	Wabash Cablevision	50,000	(7/83)
73	Port Arthur, Texas	Liberty	49,320	
74	Shreveport, La	ATC	48,700	
75	Reading, Pa	ATC	48,550	
76	Charleston, S.C	Storer	48,400	(7/83)
77	Peoria, Ill	General Electric	48,300	(4/83)
78	Chattanooga, Tenn	South Media	47,791	
79	New Britain, Conn	United Cable	47,655	(5/83)
80	San Rafael/Marin County, Calif	Viacom Cablevision	47,203	
81	Atlanta, Ga	Cable America	46,917	
82	Bridgeport, Conn	Southern Connecticut	46,111	
83	Westchester County, NY	Rogers UA	45,181	(5/83)
84	Birmingham, Ala	ATC	45,025	
85	Albany, N.Y	ATC	44,850	
86	Eugene, Ore	Group W Cable	44,598	
87	Omaha, Neb	Cox Cable	44,275	(12/82)
88	Winston-Salem, N.C	Summit Communications	44,063	(7/83)
89	Albuquerque, N.M	Tribune Co. Cable	44,000	
90	Moline/Quint Cities, Ill	Cox Cable	43,834	(12/82)
91	Bakersfield/Kern County, Calif	Warner Amex	43,824	(7/83)
92	Worcester, Mass	Greater Media	43,798	(7/83)
93	Oklahoma City, Okla	Cox Cable	43,793	(12/82)
94	DeKalb County, Ga	Cable America	44,790	
95	Scranton, Pa	Verto Cable TV Corp	43,746	(4/83)
96	Lincoln, Neb	MetroVision	43,398	(7/83)
97	Fayetteville, N.C	ATC	43,375	
98	Spokane, Wash	Cox Cable	43,257	(12/82)
99	Lansing, Mich	Continental	43,200	(3/83)
100	Oak Park, Ill	Cablevision Systems	43,000	(5/83)

Note: Subscriber counts are as of 6/83 unless otherwise noted

[1] Figures are estimates

Source: ICR, Cable Information Service—a Titsch Communications division

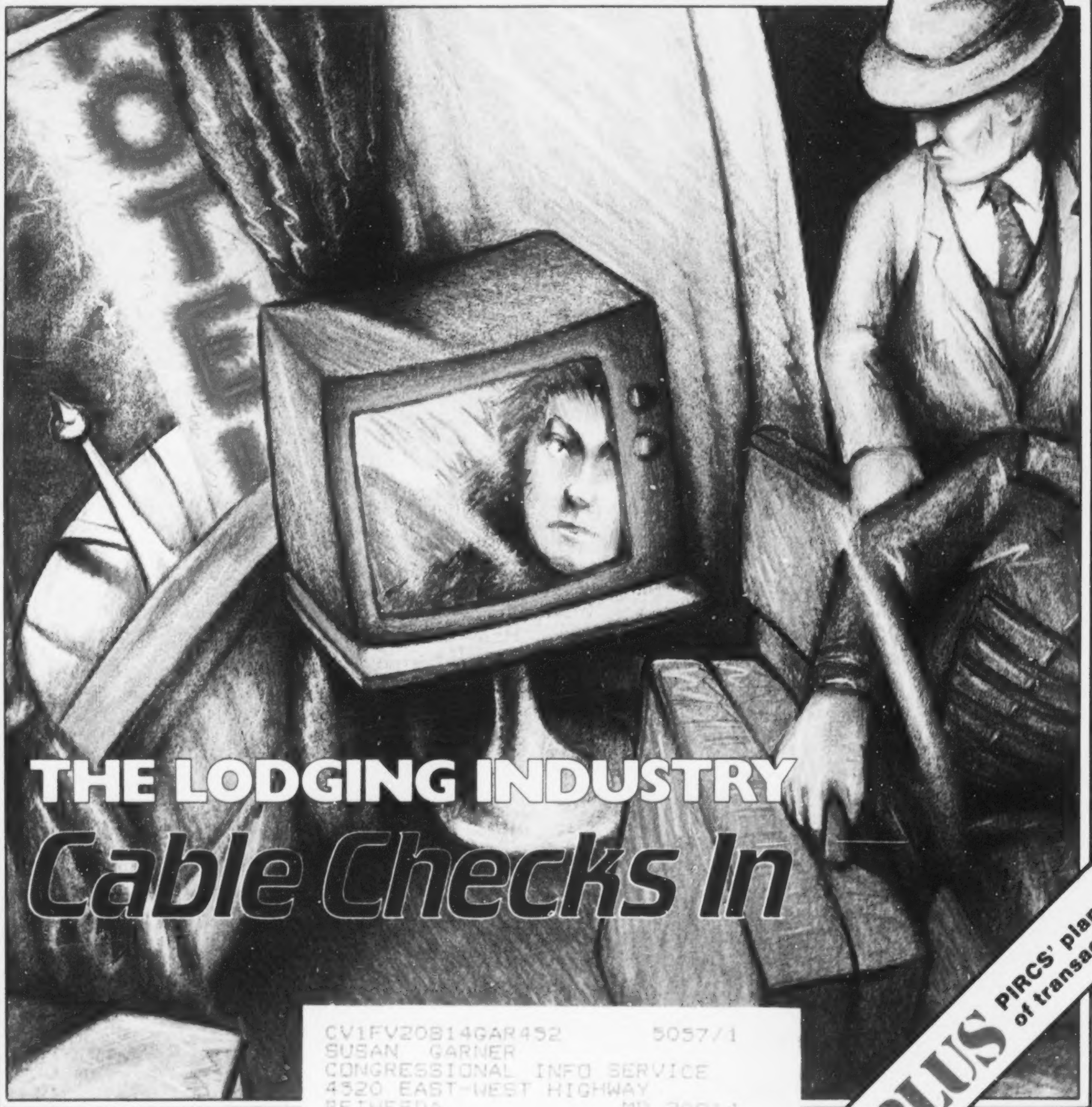
9/28/83
C8920-2

Dear Diary,
Today I watched
two new services
on cable TV. They

- Arbitron two-way cable tests diary methods
- Weather Channel wins MSO fee support
- BBC, ITV dismiss U.K. cable threat
- PRISM goes STV in Philly area

CableVision™

The news and features weekly of the cable television industry October 3, 1983 $3.00



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PLUS PIRCS' plan of transaction

CableVision
October 3, 1983. Volume 9, Number 5

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THE WEATHER CHANNEL

MSOs say they'll pay

More than a dozen MSOs tell The Weather Channel they'll pay for carriage of the 24-hour service. Landmark Communications readjusts carriage rate to the benefit of system operators. **Leading the week, pages 18-21.**

No fear of cable in U.K.

Representatives from British broadcasting concerns tell the Royal Television Society they have little to fear from the first decade of cable in the U.K. **Leading the week, pages 18-21.**

CRT in court

The cable industry squared off with the Copyright Royalty Tribunal and copyright owners as oral arguments were presented in cable's appeal of the CRT's distant signal rate increase. **Leading the week, pages 18-21.**

RCA Cablevision folds

RCA Cablevision Systems, a full-line supplier of hardware and turnkey services, is going out of business. RCA cited a lack of industry standards for converters as the reason; but there was speculation that product quality and reliability may have hurt RCA as well. **Leading the week, pages 18-21.**

Two-way measures audience

Arbitron will initiate a test procedure this fall using two-way cable to compare the effectiveness of electronic audience measurement to the standard diary response methodology. **Leading the week, pages 18-21.**

PRISM aiming at Philly

After eliciting support from Pennsylvania Pay TV, PRISM prepares to break into STV and Philly market this Nov. 1. FCC approval however, is needed before 24-hour transmission of signal within a 60-mile radius of the city can begin. **Page 25.**

On the ropes

Eastman CableRep considers imminent withdrawal from cable rep business; some criticize firm's selling methodology as inopportune. **Page 26.**

WASEC forms new unit

A new leader, David Hilton, takes over helm of recently formed WASEC affiliate sales and marketing operating unit. **Page 26.**

Lamenting guide's demise

Eulogies and speculation abound over *TV-Cable Week* loss. System operators seek replacement for defunct guide. **Page 51.**

Craig Leddy

Robert Roper

Cable's copyright voice

NCTA counsel Robert Roper chosen to head appeal of CRT's distant signal rate. **Page 56.**

Looking pretty sharp

A proposed solution to U.S. TV transmission woes not seen as means for improving reception in U.K., which looks to wider screens instead. **Page 56.**

About the cover

Associate Editor Cecilia Capuzzi evaluates cable's potential in the hotel entertainment market in this week's *CableVision Plus*. Cover illustration by Peter Hoey.

This week in PLUS

Hotels and motels represent a significant—if limited—market. And it's a market that cable may have inadvertantly given over to SMATV by its procrastination. What the hotels need, some say, is a different kind of sales pitch from the one that cable's accustomed to; and what the hotels may not need are 36-channel systems. The trick seems to be selling them the most popular services and leaving the rest for the residential customers. . . Meanwhile, PIRCS is taking another view of the hotel market. The division of International Anasazi is banking on the convenience factor of transactional services to make its 60-channel system a hit with both the hotel and the guest. The hybrid system will combine interactive services via satellite and cable services via cable. Pages 27-50.

Cable stats

Cable services subscriber counts

Satellite-fed basic services	Affiliates	Subscribers	% change in subs from 8/31	
ACSN The Learning Channel	461	3,600,000	+5.27	
AP News Cable	445	4,700,000	NA	(4/30)
ARTS (Hearst/ABC)	1,936	11,804,541	+.03	
Black Entertainment Television (BET)	217	4,600,000	+5.86	
Cable Health Network (CHN)	1,290	12,800,000	+3.28	
Cable News Network (CNN)	3,682	20,825,000	+3.98	
CNN Headline News	584	4,659,844	+4.08	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,820	22,202,875	+6.53	
Country Music Television	27	1,200,000	NA	(6/30)
Daytime (Hearst/ABC)	734	9,552,124	+.5	
Dow Jones Cable News	134	1,620,000	+13.5	
Electronic Program Guide (EPG)	105	2,101,651	+12.38	
Entertainment and Sports Programming Network (ESPN)	6,281	24,100,000	+2	(8/31)
Eternal Word Television Network (EWTN)	95	1,622,000	+.012	
Financial News Network(FNN)	758	9,000,000	NC	
Modern Satellite Network (MSN)	501	8,221,370	+.01	
Music Television (MTV)	1,900	15,000,000	+6.66	
The Nashville Network (TNN)	1,200	10,000,000	+18	
National Christian Network (NCN)	108	1,439,153	-1.39	
National Jewish Television (NJTV)	147	2,823,916	+1.77	
Nickelodeon	2,925	13,950,000	+8.63	
PTL Satellite Network	766	8,000,000	NC	
Reuters News View	375	3,500,000	NC	(8/82)
Satellite News Channel (SNC)	1,000	7,500,000	+9.33	
Satellite Program Network (SPN)	460	7,642,868	+2.74	
SIN Television Network[1]	241	3,237,200	NC	
Trinity Broadcasting Network	272	3,218,400	+3.42	
USA Network	3,900	19,000,000	+2.10	
The Weather Channel	1,000	10,000,000	+2	
WGN	4,549	10,714,134	+.9	
WOR	771	4,101,929	+.9	
WTBS	5,451	26,656,000	+3.1	

Satellite-fed basic audio services

KKGO-FM	13	800,000	NC	
Lifestyle	152	1,800,000	+5.55	
Moody Bible Institute	25	325,580	+1.53	
Satellite Radio Network	50	400,000	NC	(4/83)
SCAN	12	108,000	NC	(5/83)
WFMT	163	887,952	-23.2	

Satellite-fed pay services

Bravo	85	125,000	NA	(8/83)
Cinemax	1,800	2,500,000	NC	(5/83)
The Disney Channel	942	NA	NA	
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	(5/83)
Home Theater Network (HTN)	385	225,000	+24.4	
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	270	500,000	NA	(8/83)
Showtime	2,700	4,500,000	+8.8	
Spotlight	225	765,000	+1.96	(7/31)

Regional entertainment services

Atlanta interfaith	7	126,000	+4.76	
Atlantis Entertainment Network	5	9,800	NC	
Bay Area Religious Channel (BARC)	34	200,000		
Buffalo Sabres Hockey	9	325,000	NC	(2/83)
Festival-The Texas Cable Network	5	524,000	+9.35	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	10,500	NC	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	(6/83)
Madison Square Garden	49	1,500,000	NC	
MetroChannel	5	110,000	NC	
Newsday Cable	1	190,000	NC	(5/83)
PRISM-Philadelphia	87	352,500	+.28	
Sonics Superchannel	10	23,500	NC	(4/83)
SportsChannel (New England)	34	20,000	NC	(3/83)
SportsChannel (New York)	33	300,500	+2.33	
SportsVision	10	11,000	+9	
Video Music Channel	4	110,000	NC	
Z-Channel	17	91,324	+1.2	

Non-satellite-fed services[2]

Fuji Network	4	2,740	NC
Nippon Golden Network	2	2,000	NA
PlayCable	20	NA	NA
The Pleasure Channel[3]	7	10,000	+65

Announced non-satellite services	Expected launch
The Cable Shop	11/83
The Games Network	12/83

Announced regional services

Box Seat	1/84
The Sports Network (Group W):	4/84
Capital Sports (Capital region)	
Pro-Am Sports (Michigan)	
Sonics Superchannel (Pacific NW)[4]	
SportsVision (Chicago)[5]	
Wisconsin All-Sports Network (Wisconsin)[6]	
Sports Time (Anheuser, Multimedia, TCI)	4/84

Announced satellite-fed services

Aimi Group Network	T.B.A.
The Aloha Network	T.B.A.
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	T.B.A.
Cable Jazz Network	9/83
The Channel Black	4rd quarter 1984
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Char nel	T.B.A.
Kidvid Network	3/84
M-Net	1984
Magicable	T.B.A.
National Jazz Network	4th quarter 1983
The Nostalgia Network (Lewmark Productions)	T.B.A.
The Pleasure Channel	11/83
Satellite News Channel II	1/84
The Silent Network	1/84
SolarVision	Fall 1983
Star Video Music	3rd quarter 1983
Video Concert Hall	T.B.A.
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	T.B.A.

Note: Subscriber and affiliate counts are as of 8/31/83 unless otherwise indicated.

NA denotes not available.

NC denotes no change.

TBA denotes to be announced.

[1] Total SIN reach. Total Spanish-speaking households: 27,217,700.

[2] Non-satellite fed services represent bicycle tapes—programming videotaped and mailed to cable operators.

[3] Soon to be satellite-fed.

[4] Now active.

[5] Now active.

[6] Expected launch 3/84.

Source: ICR, Cable Information Service—a Titsch Communications division.

National cable advertising

This chart lists national advertising sales by the basic cable networks during September 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
Lennex (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (R)
Polaroid (R)
Prudential-Bache (R)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
The Disney Channel (N)
Eastman Kodak (R)
Ford (R)
HBO (R)
IBM (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Procter & Gamble (R)
Sears (R)
U.S. Army (R)
U.S. Coast Guard (R)
Wrigley's (R)

C-SPAN
AT&T (N)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Egg Board (N)
American Express (N)
Avis (N)
California Raisin Advisory Board (R)
Campbell Soup (N)
Fisher-Price (N)
Fodor's Modern Guides (N)
Gerber (N)
K-Tel (N)
Kimberly-Clark (N)
Mennen (N)
Modern Bride (N)
National Liberty Insurance (N)
National Tourist Board (N)
Oscar Meyer (N)
Playtex (N)
Quaker Oats (N)
Questor (N)
Sandoz (N)
Time (N)
Tony's Pizza (R)
Warner Communications (N)

CNN
Armour-Dial (N)
AT&T (R)
Bristol Meyers (R)
Campbell Soup (R)
Coca-Cola (R)
Ford (R)
Frances Denny (N)*
General Foods (R)
Hanes (R)
John Hancock (N)

Cable stats

Johnson & Johnson (R)
Magnavox (N)
Murjani (Gloria Vanderbilt) (N)
Northwest Orient (N)
Procter & Gamble (R)
Quaker Oats (N)
Ralston Purina (R)
Seagram's (N)
Sears (R)
Sherwin Williams (R)
Time (R)
U.S. Army (R)

CNN Headline News[3]
American Gas Association (R)
Apple Computers (R)
Campbell Soup (R)
Clorox (R)
Coca-Cola (R)
Colgate/Palmolive (R)
Dow Jones (R)
Ford (R)
Gulf Oil (R)
Haggar (R)
John Hancock (R)
Procter & Gamble (R)
Remington (N)
Smithsonian (R)
Sporting News (R)
Union Carbide (R)
Urban General (R)
Wausau Insurance (R)
Winn Dixie (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
General Mills (Red Lobster) (R)
General Motors (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Ingiheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheeseborough Ponds (R)
Del Monte (R)
DMC (R)
Dow Chemical (R)
Eastman Kodak (R)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (R)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
North American Phillips (R)
Northern Laboratories (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Saks Fifth Avenue (N)
Searle (N)
Revlon (R)
Scott Paper (R)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Barron's (R)
Dow Jones (R)
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
Allstate Insurance (R)
American Cyanamid (R)
Arkla (N)
Armor All (R)
Athlete's Foot (N)*
Century Publishing (R)
Champion Spark Plugs (R)
Clorox (R)
Dean Witter (N)
Dow Jones (R)
Dunlop (R)
First Jersey Securities (N)
Footjoy (R)
Gatorbait (R)
General Motors (R)
Gerry Ford Celebrity Golf Tournament (N)*
Independent Insurance Agents of America (N)
Kapalua International Championship Golf (N)
Loctite (R)
Nationwide (N)
Newsweek (R)
Northwest Orient (N)
Pendleton (R)
Scott Paper (R)
Sentury Insurance (N)
Sports Illustrated (R)
Super 8 Motels (R)
TrueValue Hardware (R)
Trustworthy Hardware (R)
Union Carbide (R)
Wang (N)
Wemsley Industries (N)*
Wrangler (R)
Zenith (R)

Financial News Network
American Airlines (R)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (R)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Finer Edge (R)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
Marsten System (N)*
MCI (R)
Merrill Lynch (R)
Monex (R)
National Geographic (R)
Newsweek (R)
North American Systems (N)
OTC Review (R)
Paulson Investment (R)
Premeco (R)
Prudential-Bache (R)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sears (N)
Sharper Image (R)
Silver Reed of America (N)*
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)

MSN
Bradford Exchange (R)
Certainteed Insulation (R)
Dupont (R)
Georgia Peanut Commission (N)*

The Nashville Network[4]
Acme Boots (R)
Beaird-Poulan (N)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (N)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (N)
Kraft (R)
Lorillard Tobacco (N)
Martha White (R)
Members Only (N)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (N)
Stroh Brewery (R)
Suffolk Marketing (N)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Anheuser-Busch (R)
Bendix (R)
Campbells (R)
Procter & Gamble (R)
S.C. Johnson (R)
Sears (R)
Texize (R)
Twentieth Century-Fox (R)
Universal Pictures (R)

SNC[5]
American Motors (R)
Auto Week magazine (R)
Barron's (R)
Business Week (R)
Charles Schwab (R)
Colonial Penn Insurance (R)
Continental American Insurance (R)
E.Z. Painter (N)
Eastman Kodak (R)
Ecko (R)
Family Gym Centers (N)*
Franklin Mint (N)
G.D. Searle (R)
General Motors (R)
Georgia Pacific (N)
Global Tools (N)*
Haggar (R)
Harvard Business (R)
Kingsford Charcoal (R)
Kingston Trio (N)
Magnavox (N)
Pfizer (R)
Philip Morris (R)
Ralston Purina (R)
Time (R)
Union Carbide (R)
Weber Grills (R)
Weed Eater (R)
Woolite (R)

SPN
Architectural Digest (N)
Century 21 (N)
North American Systems (N)
Pfaff Sewing Machines (N)
Qantas Airlines (N)
Searle (N)

TeleFrance
Chanel (R)
Metropolitan Opera Guild (R)
TV Guide (R)
U.S. News & World Report (R)

USA Network[6]
Activision (R)
Allstate (N)
American Gas Association (N)
American Home Products (R)
Anheuser-Busch (R)
Automatic Data Processing (N)*
Dean Witter (N)
Dunlop (N)
Duracell (R)
General Foods (R)
HBO/Cinemax (R)
Hyatt Hotels (R)
IBM (N)
Levi Strauss (R)
Mobile (R)
North American Systems (Mr. Coffee) (N)
Northwest Airlines (N)
Noxell (R)
Pepperidge Farms (N)
Quasar (N)
Sears (R)
Sergio Valenti (N)*
Tennis Magazine (N)
Warner Lambert (R)
Zenith (N)

The Weather Channel
American Motors (R)
American Gas Association (R)
ANCO (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Eastman Kodak (R)
Lennox (R)
Philip's Petroleum (R)
Prudential-Bache (R)
Scott Paper (R)
Union Carbide (R)
United Airlines (R)

WTBS
American Homes (R)
Beachnut (R)
Beierdorf (R)
Campbell Soup (R)
Coca-Cola (R)
Colgate Palmolive (R)
Commodore (R)
Hershey (R)
Holly Farms (N)
Kellogg's (R)
Legg's (R)
Miles Laboratories (R)
Multicron (N)*
Noxell (R)
Panasonic (R)
Pillsbury (R)
Procter & Gamble (R)
Quaker State (R)
Sears (R)
Sentry Insurance (N)
Valvoline (R)
Warner Lambert (R)

* New to network advertising
R denotes renewal client
N denotes new client
Total advertising clients for September: [1] 45 clients; [2] 102 clients; [3] 50 clients; [4] 115 clients; [5] 89 clients; [6] over 55 clients

Source: ICR, Cable Information Service—a Titsch Communications division

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Source: ICR, Cable Information Service—a Titsch Communications division

- Turner confirms SNC talks, but no deal
- House readies version of cable deregulation bill
- AFL-CIO organizes CableLINE network
- West Coast feed coming at The Movie Channel

CableVision

The news and features weekly of the cable television industry October 10, 1983 $3.00

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

THE IMAGE MAKER

CCI's Kathryn Creech

PLUS Identity prescriptions

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Turner to forecast weather

Ted Turner charts plans to enter the local weather business—and potentially compete with The Weather Channel—via CNN Headline News. No timetable has been announced. **Leading the week, pages 16-20.**

West Coast feed for TMC

The Movie Channel will offer West Coast affiliates a separate feed "before the end of the year," says Terrence Elkes, recently promoted to chief executive officer of Viacom International. **Leading the week, pages 16-20.**

Companion bill makes rounds

A House version of the companion bill to S. 66, the cable deregulation measure passed earlier by the Senate, circulates in Washington. The bill is expected to be introduced shortly. **Leading the week, pages 16-20.**

Pacific interconnect

The nation's newest cable advertising interconnect has begun in the Pacific Northwest. A partnership between Group W and Viacom, the new venture will deliver 245,000 subscribers to advertisers. **Leading the week, pages 16-20.**

USCI announces DBS plans

United Satellite Communications sets a date and region for premiering its medium-power DBS venture. Five channels priced under $40 a month will be offered to customers; few specifics beyond that. **Leading the week, pages 16-20.**

TV planning council unveiled

In what struck many as a consortium of strange bedfellows, American Telegraph & Telephone, American Broadcasting Cos., Turner Broadcasting System and Time Inc.'s Home Box Office are getting together to form a "Joint Television Planning Council." **Leading the week, pages 16-20.**

Labor launching network

Equipped with a $1 million budget, the nation's largest labor organization, the AFL-CIO, charges into the cable arena with a three-city cable network, dubbed CableLINE—TV for America's Workers, set to launch Oct. 9. **Page 21.**

Travanti shines on Showtime

An outstanding performance by Daniel Travanti in Showtime's *A Case of Libel* adds a special touch to courtroom melodrama. **Page 21.**

Briefcase video

A compact video system introduced by JVC allows cable salesmen to bring their wares to sales calls with prospective advertisers. **Page 22.**

Introducing the cable store

Cablevision Systems Development of Huntington, N.Y., has taken a new approach to cable marketing in its area with the Sept. 10 opening of a cable store. **Page 22.**

Bright future predicted

Standard & Poor's sees relief ahead for the cable industry, with record profits predicted for cable this year and profitable years thereafter. **Page 47.**

Franchising process attacked

California cable companies denied pole attachment rights sue cities, claiming violation of the Sherman Antitrust Act. **Page 49.**

Kathryn Creech

This week in PLUS

As the Council for Cable Information prepares to launch its industrywide image campaign, we spoke with the council's president, Kathryn Creech, about her plans. Defogging cable's image is no small task. Creech discusses the possibilities and the probabilities of the tack her organization will take. . . Next, *Plus* spoke with industry figures and watchers to get their views on the council's plans—and on what perhaps those plans should and should not be. Most approved resoundingly of the idea, then qualified their support with cautions. Some of the warnings and suggestions: Don't say we're not TV—we are TV, just better TV. Avoid jingles at the expense of information. Concentrate on what makes cable different, not on what makes it the same. Clean up cable's image as a distributor of dirty movies. And, finally, some suggested that the CCI's time might be better spent improving operators' dealings with the pubiic. Pages 23-46.

Cable stats

Film product comparison—October

Film	Pay Networks				Distributor	
ABBA: The Movie				HTN		MGM/UA
A Cry for Love	HBO					Viacom
A Little Sex			TMC			Universal
Amityville II: The Possession	HBO*					Orion
An American Werewolf in London					C*	PolyGram
Andy Hardy Comes Home		ST				MGM/UA
An Enemy of the People				HTN		Warner Bros.
An Eye for an Eye		(ST)	TMC			Wescom
Animalympics		ST				Film Gallery
Anna to the Infinite Power		ST	TMC			Film Gallery
A Stranger is Watching	HBO	ST				MGM/UA
Auntie Mame			TMC*			Warner Bros.
Au Pair Girls		ST				AIP Video
Ball of Fire		ST			(C)	Samuel Goldwyn Co.
Battleground		ST*				MGM/UA
Becket					C	F&M Enterprises
The Bell Jar	HBO					Embassy
Big Bad Mama					C*	New World
Big Mo				HTN	C	Wescom
Blade Runner	HBO*	ST*	(TMC)			Embassy
Blind Rage	HBO					Cannon
Blood Relatives	HBO*					Castle Hill
Blue Collar					C	Universal
The Browning Version					C	Janus
Cannery Row		(ST)		(HTN)	C*	MGM/UA
Captain America				HTN		Universal
Captain America II: Death Too Soon				HTN		Universal
Chandler		ST			(C)	MGM/UA
Chariots of Fire		ST	TMC	(HTN)		Warner Bros.
Cheech and Chong's Nice Dreams		ST			(C)	Columbia
China 9, Liberty 37					C*	Lorimar
Choice of Arms			TMC*			Wrightwood
Cobweb		ST				MGM/UA
Conan the Barbarian		ST	TMC			Universal
Coney Island				HTN		20th Century-Fox
Crisis		ST				MGM/UA
Cry Terror		ST				MGM/UA
Dance of the Dwarfs	HBO					Peter Strauss
Dark Eyes		ST				K-Pay
Das Boot/The Boat		ST*			(C)	Columbia
Day of the Triffids			TMC			A. Greenfield
Dead Men Don't Wear Plaid	(HBO)*	(ST)	TMC*			Universal
The Dogs of War					C	MGM/UA
Don't Cry, It's Only Thunder				(HTN)	C	Sanrio
Dreamboat					C*	20th Century-Fox
Dreamwife		ST				MGM/UA
Eating Raoul			TMC		C	20th Century-Fox
Enter the Ninja			TMC		(C)	Viacom
The Exorcist	HBO	ST	TMC			Warner Bros.
Exorcist II: The Heretic		ST	TMC			Warner Bros.
The Eyes of the Amaryllis			TMC			Amaryllis Prod.
Fast Times at Ridgemont High	(HBO)	(ST)	TMC			Universal
Fat Chance			(TMC)		C	Wrightwood
The Fighting Sullivans					C*	Crystal
First Blood	HBO					Orion
The First Time	HBO					Film Gallery
Firefox	(HBO)	(ST)	TMC*	(HTN)		Warner Bros.
Five Days One Summer	HBO	ST	TMC	HTN		Warner Bros.
The French Lieutenant's Woman		ST	(TNC)		C	MGM/UA
The Front					C	Columbia
Galaxy Express					C*	New World
Galaxy of Terror		ST	(TMC)			New World
The Gang's All Here				HTN		20th Century-Fox
Ghost Story	HBO	(ST)	(TMC)			Universal
Glacier Fox	HBO					Samuel Goldwyn Co.
Gloria					C	Columbia
The Godfather			TMC		C	Paramount
The Godfather II			TMC			Paramount
Goin' South	HBO	(ST)	(TMC)			Paramount
Golden Rendevous					C*	Samuel Goldwyn Co.
Goodbye Porkpie			TMC			Samuel Goldwyn Co.
Green Ice	HBO*		(TMC)	(HTN)*	(C)	ITC
Gray Lady Down		ST				Universal
Halloween III: Season of the Witch	HBO	ST	TMC			Universal
Harry's War	HBO		(TMC)			Sunn Classic
Hell Night		ST	(TMC)			Compass
Home From the Hill		ST				MGM/UA
H.O.T.S.		ST				Blum
How To Beat the High Cost of Living			TMC			Orion
Hugo and Josephine	HBO					Warner Bros.
If Things Were Different					C*	Embassy
I Go Pogo			TMC			Stowmar Ent.
I Love You		ST*				Atlantic Releasing
I'm Dancing as Fast as I can			TMC*			Paramount
I Never Promised You a Rose Garden			TMC			Viacom
Irish Eyes are Smiling				HTN		20th Century-Fox
The Irishman		ST*				Atlantic Releasing
It Came From Hollywood	HBO	ST	TMC			Paramount
I, The Jury	HBO*		TMC			20th Century-Fox
I Wake Up Screaming				(HTN)	C	20th Century-Fox
The Jackpot				(HTN)	C*	20th Century-Fox
Jinxed	HBO	ST	TMC			MGM/UA
The Jungle Book			(TMC)	HTN		Corinth
Just Before Dawn			TMC			Picturemedia
Kentucky Fried Movie		ST	TMC		C	United Film
La Ronda					C	Janus
La Vie Continue					C*	Columbia
Legend of the Wild	HBO	(ST)				Sunn Classic
The Loneliness of The Long Distance Runner				HTN		Warner Bros.
Lost Horizon					C	Columbia
Love and Money	HBO		TMC			Lorimar
Love Child	HBO		TMC			Warner Bros.
Lucky Lady			TMC		C	20th Century-Fox
MacArthur		ST*	(TMC)			Universal
Mad Max	HBO*					Orion
Make Me an Offer					C	ABC
Man on a Tightrope					C	20th Century-Fox
Manny's Orphans				HTN*		Coe
Marco Polo Jr.		ST		(HTN)		SMA Entertainment
Missing	(HBO)	(ST)	(TMC)	HTN*		Universal
My Favorite Year	HBO	ST	TMC		C	MGM/UA
Mystery at Castle House		ST				Satori
Paternity	HBO	(ST)	TMC	(HTN)		Paramount
Payday					C*	Saul Zaentz
People Will Talk			TMC*	(HTN)		20th Century-Fox
Piaf					C	20th Century-Fox
The Pride of the Yankees		ST			(C)	Samuel Goldwyn Co
Prince of the City	HBO	ST*	(TMC)			Warner Bros.
The Prize Fighter	HBO*					HBO
Rabid		ST				Viacom
Rainbow			TMC*			Viacom
Ransom		ST			(C)	MGM/UA
Resurrection					C*	Universal
Rich and Famous		ST			C*	MGM/UA
Richard Pryor Live on the Sunset Strip	(HBO)				C	Columbia
The Road Warrior	HBO*	(ST)	TMC*			Warner Bros.
Rose of Washington Square				HTN		20th Century-Fox
Run, Rebecca, Run		ST				Satori
The Sender	HBO	ST	TMC			Paramount
Sex Machine		ST				Seymour Borde
Sex Ray		ST				Miramax
Sex With the Stars					C	Film Gallery

Cable stats

Film	Pay Networks					Distributor
Shipwreck				HTN		Warner Bros
The Sin		ST*				Viacom
Sitting Ducks		ST*	(TMC)			United Film
Smithereens			TMC			Film Gallery
So Fine	HBO	(ST)	TMC			Warner Bros
Some Kind of Hero	(HBO)	ST*	(TMC)			Paramount
Son of Monte Cristo			TMC			Film Gallery
Sooner or Later			TMC		C*	Viacom
S.O.S. Titanic	HBO					Viacom
Southern Comfort		ST*	TMC			20th Century-Fox
Spetters		ST				Samuel Goldwyn Co
Spirit of St. Louis				HTN	C*	Warner Bros
Starstruck			TMC*			SMA Entertainment
Star Wars	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
The Stunt Man			TMC		C	Viacom
Sun Valley Serenade				HTN		20th Century-Fox
Superchick		ST				Crown
The Swinging Cheerleaders					C	Delta Video
Take Her, She's Mine				(HTN)	C	20th Century-Fox
Taps	HBO	ST				20th Century-Fox
Telefon			TMC		C	MGM/UA
Tell Me a Riddle	HBO					Film Gallery
This Time Forever				HTN*		Thorn EMI
The Three Musketeers			TMC			PIK
Thunderbirds of China		(ST)		HTN		Coe
Thunderbirds 2086: Fear Factor		ST				ITC
Thunderbirds 2086: Firefall		ST*				ITC
Thomasine and Bushrod					C	Columbia
Ticket to Heaven	HBO*					MGM/UA
Tim			(TMC)		C*	Satori
Time After Time	(HBO)		(TMC)	HTN		Warner Bros.
Time Bandits	(HBO)*		TMC			Embassy
Timerider	(HBO)		TMC*			Simcom
Timewalker			TMC			Wescom
Toby & the Koala Bear					C	Satori
Topper Returns			TMC			Film Gallery
To Race the Wind			TMC		C	Viacom
The Toy	HBO	ST	TMC	HTN	C	Columbia
Trail of the Pink Panther	HBO	ST	TMC	HTN		MGM/UA
Treasure of the Four Crowns	HBO*					Cannon
True Confessions		ST*	(TMC)		(C)	MGM/UA
The Ultimate Imposter				HTN		Universal
Used Cars					C*	Columbia
Venom	HBO*	(ST)	(TMC)		(C)	Film Gallery
Virus			TMC			Broadwood Prod.
Wabash Avenue				HTN		20th Century-Fox
Waltz Across Texas	HBO*	ST	TMC*			Atlantic
The World According to Garp	HBO	ST	TMC			Warner Bros
Yanks			TMC		C	Universal

Scott Schwartz and Richard Pryor in 'The Toy.'

Cable Network Legend
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
C—Cinemax

- Networks in parentheses indicate carriage in May, June July, August, September and/or October.
- An asterisk following a network indicates the film is a carry-over from May, June July, August September and/or October.
- In total, 181 titles appear on the September schedules of HBO, Showtime, The Movie Channel, HTN and Cinemax. Of those films during the last six months (May-October 1983), one film "The Toy"—appeared on all five services. Ten films appear on four of the five services. 22 on three and 45 on two networks. One-hundred and three films are unduplicated.
- The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 21, followed by 20th Century-Fox with 19 and Warner Bros. with 17.
- "First Blood" starring Sylvester Stallone appears on the HBO cover. Both the HBO/Cinemax and The Movie Channel covers feature the Peter O'Toole Film Festival and Richard Pryor in "The Toy." Eddie Murphy also makes an appearance on the HBO/Cinemax cover in the comedy show "Delirious." The Movie Channel additionally features Robin Williams in "The World According to Garp." Bette Midler's "Jinxed" and Liza Minelli as "Lucky Lady." HTN highlights Sean Connery in the romantic film "Five Days One Summer." Showtime presents Edward Asner and Emmy nominee Daniel Travanti of "Hill Street Blues" in "A Case of Libel." Also on the Showtime cover are comedienes Gallagher and John Byner in "Gallagher the Maddest" and "Bizarre," respectively.

Source: ICR, Cable Information Service—a Titsch Communications division

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1.	Tele-Communications Inc [1]	2,500,000 (9/83)
2	American Television and Communications Corp	2,248,525
3	Group W Cable	1,812,000 (7/83)
4	Cox Cable Communications Inc	1,400,000 (9/83)
5	Warner Amex Cable Communications Inc	1,340-294 (7/83)
6	Storer Cable Communications	1,288,873 (7/83)
7	Times Mirror Cable Television Inc	844,600
8	Newhouse Broadcasting [2]	751,625
9	Continental Cablevision	696,000 (8/83)
10	Viacom Cablevision	692,981 (9/83)
11	United Cable Television Corp	579,000
12	Sammons Communications Inc	554,488 (7/83)
13	Rogers Cablesystems	461,899 (8/83)
14	TeleCable Corp	360,091
15	Heritage Communications	342,377
16	UA Cablesystems	327,000 (9/83)
17	Cablevision Systems Development	350,000 (8/83)
18	Capital Cities Cable Inc	314,283 (11/82)
19	General Electric Cablevision	314,000 (9/83)
20	Comcast Cable Communications	304,000

Subscriber counts are as of 6/83 unless noted otherwise
[1] Number is an estimate
[2] Includes MetroVision, NewChannels, Vision Cable
Source: ICR, Cable Information Service—a Titsch Communications division

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, Calif	Cox Cable	225,000	
2	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3	Houston, Texas	Warner Amex	184,900	
4	Manhattan, N.Y.	ATC	176,700	(6/83)
5	San Antonio, Texas	Rogers Cablesystems	164,531	(8/83)
6	West Orange, N.J.	Maclean Hunter	152,148	
7	Wayne, N.J.	UA Cablesystems	124,000	(8/83)
8	Tulsa, Okla	United Cable	108,673	(8/83)
9	Cincinnati, Ohio	Warner Amex	110,500	
10	Audubon, N.J.	NYT Cable	105,690	
11	Rochester, N.Y.	ATC	101,775	(6/83)
12	Erie County, N.Y.	Prime Cable	100,405	
13	San Jose, Calif	Gill Industries	98,500	(8/83)
14	Baltimore County, Md	Caltec Cablevision	92,377	
15	Austin, Texas	ATC	92,250	(6/83)
16	Tidewater, Va	Cox Cable	91,393	(12/82)
17	Honolulu, Hawaii	ATC	88,325	(6/83)
18	Central Islip (L.I.), N.Y.	Viacom Cablevision	87,817	(9/83)
19	Seattle, Wash	Group W Cable	87,618	(6/83)
20	Orlando, Fla [1]	ATC	87,000	(6/83)

Subscriber counts are as of 7/83 unless noted otherwise
[1] Number is an estimate
Source: ICR, Cable Information Service—a Titsch Communications division

10/14/83
C8.20-2

TSN

- Key deals off at GWSC sports net
- Nickelodeon going Nielsen with kidvid ads
- Eastman CableRep calls it quits
- Lifetime chief: Profit in two years

CableVision™

The news and features weekl
October 17, 1983 $3.00

MEN
WOMEN
SPORTS FANS
CULTURAL DEVOTEES
YOUTH MARKET
HIGH INCOME

Ad Sales ON TARGET?

PLUS A day with Bob Alter

CV1FV20814GAR452 5117/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

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Art Clokey is the creator/producer of 'The Adventures of Gumby', a 130-episode series picked up by The Disney Channel.

Disney's acquired fare

Due to its nature as a family oriented service, The Disney Channel must produce more original shows than initially intended in order to fill void left by lack of existing "suitable" material. **Page 26.**

Group W retreats

The apparent crisis at Group W Satellite Communications appears to be deepening: *CableVision* has confirmed that key team owners involved in would-be regions of The Sports Network won't be doing a deal with GWSC. **Leading the week, pages 18-22.**

Cable rep bows out

After three years in the cable rep business, Eastman CableRep, a pioneer in the field, called it quits last week so it could concentrate on radio. **Leading the week, pages 18-22.**

Lifetime predicts profits

A confident Bruce Johnson, president of Hearst/ABC-Viacom Entertainment Services, predicts his firm's upcoming Lifetime network, the combo of Daytime and Cable Health Network, will be in the black in just two years. **Leading the week, pages 18-22.**

'Cable in Context' opens

Women in Cable's "Cable in Context" annual conference opens in Boston with a stellar list of industry speakers. **Leading the week, pages 18-22.**

Group W stays with TNN

The Nashville Network's top executive says Group W Satellite Communications, suffering from reports of financial trouble, will remain its marketer—but with greater emphasis on ad sales and better public relations. **Leading the week, pages 18-22.**

House bill introduced

A companion bill to the S.66 cable legislation was officially introduced Oct. 6 in the House of Representatives. **Leading the week, pages 18-22.**

Bullish on Turner

First Boston Corp. declares TBS stock "dramatically undervalued;" other analysts urge caution. **Leading the week, pages 18-22.**

Looking like broadcast

This January, Nickelodeon's children programming format may be "reincarnated" into traditional broadcast kidvid, complete with seven minutes of interspersed ads per hour and Nielsen ratings. **Page 30.**

Qualifying for Arbitron

One unexpected side effect of increased cable viewing is the inclusion of eight cable services in Arbitron rating reports. **Page 30.**

Colony using ascertainment

In an effort to elicit feedback from subscribers and advisory boards, the MSO conducts same ascertainment studies as broadcasters. **Page 55.**

Betamax revisited

Movie industry and VCR manufacturers take opposing sides as the videorecording copyright issue is brought before Supreme Court. **Page 59.**

About the cover

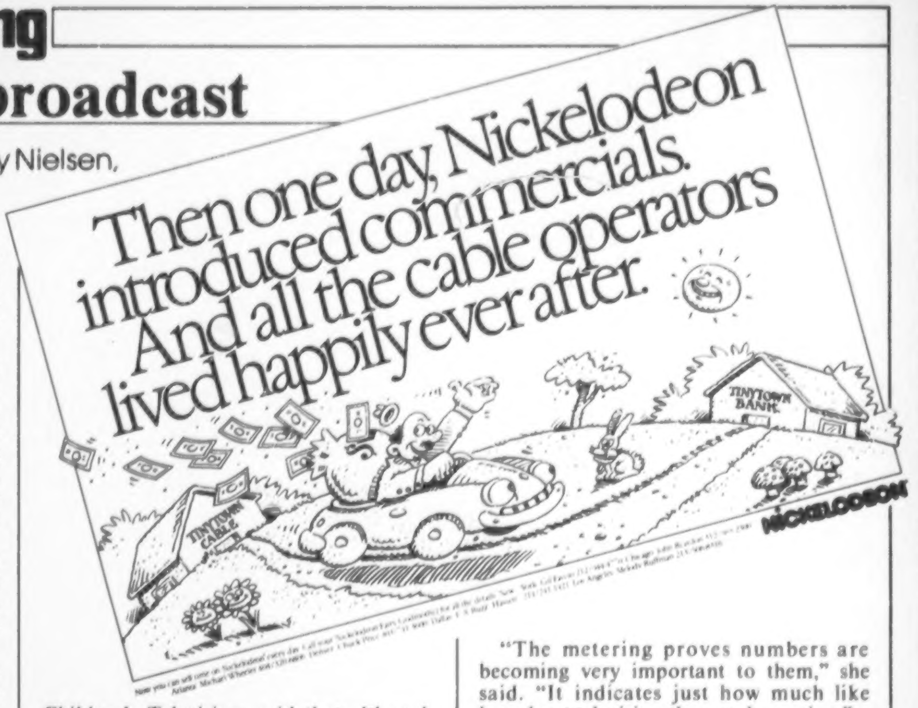
Cecilia Capuzzi takes the cable pulse on Madison Avenue and finds a healthy prognosis. Cover photo by Rob Stuehrk. **Story on page 34.**

This week in PLUS

Ad agencies are thinking better of cable, but in their eyes the medium is a little like Woody Allen's Leonard Zelig. Sometimes it looks and acts like a targeted medium while at other times, it looks and acts like a mass medium. This dual image is difficult to maintain, and, when cable is acting as a mass medium, ad men stress, they need to see more numbers than they have so far. So while things are looking up, they still have a ways to go. . . Bob Alter, CAB president, is one who's helped cable get as far as it has in Madison Avenue's eyes. *CableVision Plus* spent a day with Alter and watched how he does it. The progress can be slow, but it is definite progress. Pages 31-54.

Looking like broadcast

Nickelodeon to be metered by Nielsen, ads will be interspersed


Then one day, Nickelodeon introduced commercials. And all the cable operators lived happily ever after.
TINYTOWN BANK
TINYTOWN CABLE
NICKELODEON

NEW YORK—Come January, Nickelodeon's children's programming format may very well resemble traditional broadcast kidvid: metered by Nielsen with commercials interspersed within the shows rather than clustered between programs.

According to two agencies being pitched by the channel, ads are scheduled to run an average of seven minutes per hour—six minutes for national avails and one minute for local. During pre-school programming (9 a.m.-2 p.m.), three minutes of national and one minute of local ad time will be available. The service currently allows 24 30-second units per day for local avails.

NICK, scheduled to launch its national ads in January, also was expected to sign a contract with A.C. Nielsen Co. by last week for national meter measurement, the ratings company confirmed.

WASEC officials said they would have no comment on their advertising plans. One spokeswoman said the service did not want to lay out its strategies for 30 days.

WASEC programmers previously had been quoted as expressing the hope that ads would be clustered between programs (*CV*, 6/20/83). Gerry Laybourne, WASEC acquisitions director, said at that time: "Our plan right now is not to break up our programming (with commercials)."

Peggy Charren, head of Action for Children's Television, said that although officials from WASEC had said they were working together with ACT on guidelines for advertising, she said she had not been contacted for input as of last week. Charren said she is against advertising support for Nickelodeon altogether. She was not aware that Nickelodeon would be metered or that the service would scatter commercials within its programming.

"The metering proves numbers are becoming very important to them," she said. "It indicates just how much like broadcast television they are becoming."

Charren said that WASEC officials had been trying to assure her that advertising would not affect Nickelodeon's programming.

"It's conceivable that it wouldn't," she said. "Everyone believes in miracles. I clap my hands when Tinkerbell dances around too, but there's a part of me that knows she's not real."

Many agencies were receptive to the opportunity to place ads on Nickelodeon, since it delivers a high concentration of kid viewers and has a reputation for quality programming.

"Who cares (if they accept advertising) if that's what it takes to keep the channel in business," said Jay James, Doyle Dane Bernbach senior vice president, video technology/programming. "The alternative is to go out of business." James said he is considering placing advertising for two clients on NICK.

Betsy Frank, Dancer Fitzgerald Sample vice president/associate media research director, said that she "still wants to see the numbers" before committing clients' dollars to the channel. "We need more of an indication of what's happening in terms of viewing," she said, adding that she was considering the service for several clients.

—Cecilia Capuzzi

Qualifying for Arbitron

Increased watching of cable television results in eight services being included in rating reports

NEW YORK—Arbitron reported increased viewing of WOR, WTBS and WGN and five other cable services in 53 additional markets since July 1982. As a result, cable television audience estimates were included in 119 of Arbitron's 210 rating reports in July 1983.

To be mentioned in the Daypart Summary, television households must record viewing the service or station for five minutes or more during the survey week for a 20 percent net weekly viewing. WTBS qualified in 26 markets; WGN in nine; WOR added three; HBO, one of two pay-cable services to first meet the minimum, added 22; and The Movie Channel, qualifying for the first time, met the minimum in one market.

Number of markets with 20% net weekly circulation

Superstation/ cable service	July 1982	July 1983	+/- Qualifying markets
WTBS	60	86	+26
WOR	7	10	+ 3
WGN	9	18	+ 9
HBO	14	36	+22
CNN	1	2	+ 1
CBN	2	4	+ 2
ESPN	1	1	+ 1
Movie Channel	0	1	+ 1

Source: Arbitron

Note

■ Tully-Menard Inc., advertising and public relations, has been named the agency for Tampa Cable Television, a subsidiary of Tribune Cable Communications of Chicago. The agency's first undertaking is a primary campaign consisting of a new design package and print material to introduce the cable company to city residents. In addition, the agency will handle all promotions and advertising for the cable subscription service.

DO ADS ON CABLE HIT THE MARK?

Madison Avenue is seeing cable more positively, but agencies wish the medium would make up its mind. Sometimes it promotes itself as a mass medium, while at others it says it reaches a targeted audience.

By Cecilia Capuzzi

It has been described as the "Year of Plateau-ing" and the "Year of Introspection." But whatever its label, 1983 so far has been a year of increased agency and advertiser acceptance about placing ad dollars into cable—although not without moderation and a well-developed sense of caution.

Most agencies reported substantial growth in cable billings—usually between 15 and 50 percent. Some agencies reported more than 100 percent growth over 1982. For most, 1983 has turned out better than anticipated. Advertisers are beginning to use cable creatively, which in most cases means doing something different from what they would be able to do on a broadcast network.

"The hoopla (surrounding cable) has died down," said Ira Tumpowsky, Young and Rubicam vice president/group supervisor. "Companies are looking inward. They are asking what they can do to make the (cable) networks viable. I think a lot of clients took a harder, more positive look at cable."

For cable, 1983 could also be labeled the "Year of Information"—of lack of it. Seven cable networks—HBO, WTBS, CNN, ESPN, CBN, USA and MTV—are all metered by A.C. Nielsen Company. In July and August, American Media Council Inc. conducted a survey of 260 agency and client executives to determine their perception of cable, and to see how the industry could strengthen its image to attract ad dollars and present a unified force.

A preliminary analysis of the survey results will be released in mid-October. JMI Communications, under President Jack Myers, funded the study together with eight undisclosed cable networks.

According to Myers, there are areas where the cable networks, agencies and advertisers have failed to communicate adequately. That attitude has resulted in some misperceptions of the medium, and in advertiser reluctance to commit dollars to an industry that they don't really understand.

When cable determines what its strengths are, suggests Phil Guarascio, senior vice president/director of media management for Benton and Bowles, it should let advertisers and agencies know. "We're in the business to move merchandise. We're money managers," he said, adding that advertisers can't—and won't—afford to take risks.

The problem is that the networks themselves may not yet be quite sure of their capabilities and of how they can best be used by advertisers. Agency people argue that the attention and energy the cable industry once gave to wiring cities and signing on subscribers must now be directed to marketing cable and defining a method of meeting advertisers' needs—and then delivering for them.

"Cable seems to be many things to many people," said Myers. "The industry is not only WTBS. Because WTBS is so successful, the obvious thing is to duplicate those sales strategies. The study shows this should not be done," he said.

Split personality

Cable is perceived by agency and client executives in two ways, said Myers. It is at once a general audience medium, and a medium for segmented audiences. This "dual identity" can be a hindrance and an advantage.

"The more flexibility and more variety of research that's made available, the better it will be for cable," Myers said. "The more it tries to define its sales position, the harder it will be. It seems to me, from reading the questionnaires, that advertisers like to look at cable, define their needs and then find a way to solve those needs through cable. That's positive."

But it does pose a problem for the cable network. How does it present itself as being flexible and, at the same time, strong and directed?

Cable's image as a general audience medium requires strict research and ratings, according to Myers. Its role as a medium that reaches segmented audiences underscores the importance of programming and innovation, requiring it to be an editorial vehicle that attracts advertisers wanting to identify with its messages.

But the study reflects something of a paradox. Both agency and client executives rate cable highest in its appeal to specialized demographics, but lowest in the quality and use of research.

These conflicting perceptions create other problems in determining the form that cable's sales and merchandising efforts should take. More than a third of the respondents believed cable's sales methods should be patterned after the print medium. Half thought sales efforts should follow those of the broadcast industry.

Tumpowsky goes so far as to call cable "video publishing," believing that cable, as the print medium does, should rely on income from subscriber fees and ad revenues—not just on ad support alone.

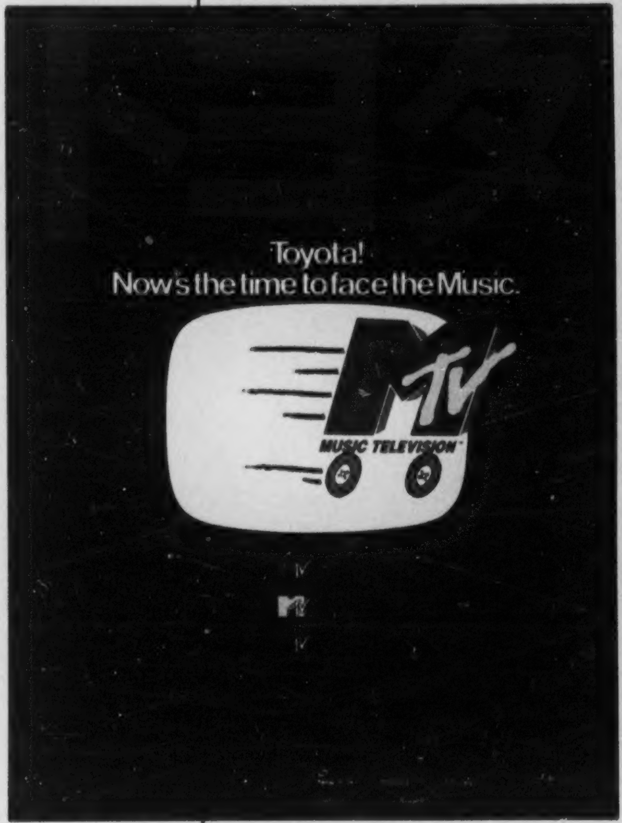
The tendency of advertisers, agencies and even the cable industry itself to define cable in terms of other media is another drawback, some ad people note. The fact is, it might just be too early to tell what cable's "real" identity will be.

As Elizabeth Tully, vice president/assistant media director of Grey Advertising, noted, the technology is still changing. And agency people are looking at cable with more of a critical eye than are their clients, JMI's Myers said.

The numbers game

"Most advertisers and agencies want to know the number of people viewing the (cable) channel," said David Harkness, vice president/director of marketing for Nielsen Home Video Index. But as advertisers cry out for numbers and research, there are some in the industry who think that there are

An MTV ad campaign stresses that the network's viewers buy more than just jeans and t-shirts.


Toyota!
Now's the time to face the Music.
MTV
MUSIC TELEVISION

Perhaps in the final analysis, 1983 will turn out to be the year that cable first took a hard look at itself—and at how others perceive it—and decided to act upon it.

already too many numbers.

"There is documentation now," said CAB President Bob Alter. "Agency people are saying it's a cop-out to say there's not enough to evaluate cable."

But Phil Guarascio echoed the feelings of many agency and advertising people when he stated there is "nothing to convince advertisers that they should pay the premium."

The major area of concern among agency and client executives polled was the quality and use of research, according to Myers. Agency executives ranked cable research quality at a 4.85 on a 1 to 10 scale. Client executives rated it 4.92. It was the lowest rated category for both groups.

It's certainly no secret that the bulk of national advertising dollars goes into broadcast network television. But with cable in 39.3 percent of American households (NSI July 1983), and with it more than tripling its audience share in about two years (3.5 to 11, according to the CAB), cable's impact on America's viewing and buying habits cannot be ignored. And while most agencies encourage advertisers to buy cable to make up for broadcast network share erosion, it seems that cable is beginning to be discovered and used on its own merits. CAB estimates that the almost 40 percent of U.S. cable households could represent close to 50 percent of the nation's purchasing power.

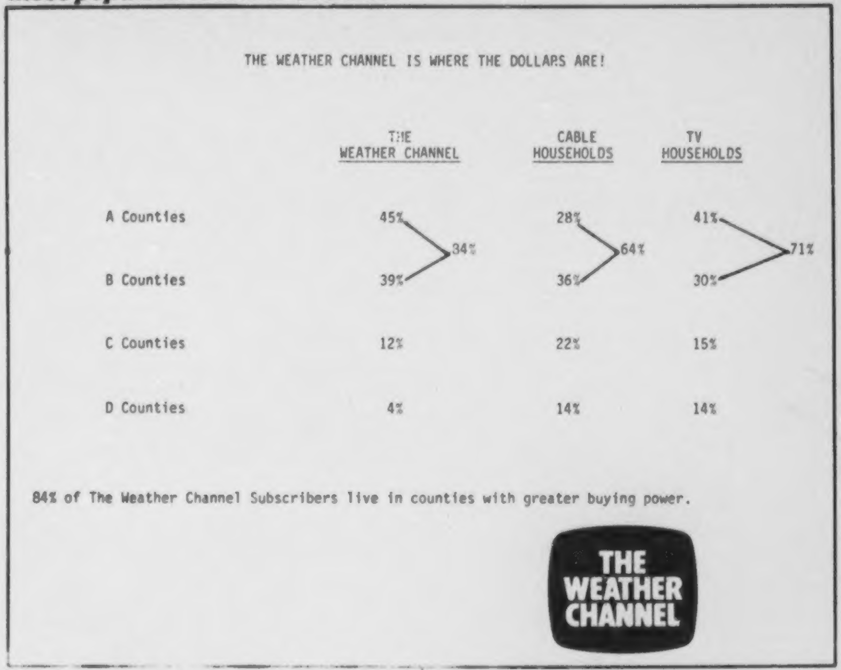
"For us, cable has a special purpose that's different from broadcasting," said Tully. "We are using cable for the environment more than anything else. We found that our clients are not buying in response to (broadcast) network erosion."

Bob Roganti, MTV vice president of advertising sales, indicated that cable has been perceived as a "periphery" medium.

Other than WTBS, which attracts advertising based on the sheer number of homes it reaches, the other networks are finding that if they are to be viable advertising vehicles they must target programming to achieve upscale demographics.

Tully said that clients are using cable to run commercials that they could not run on broadcast television. For example, STP sponsors "Pit Stop" on ESPN's auto racing programs. The commercials provide car and driving tips. "You wouldn't do that on ABC's *Wide World of Sports* for the one time they run a race car show," said Tully.

A Weather Channel chart shows 84 percent of its viewers live in the most populous A and B counties.



THE WEATHER CHANNEL IS WHERE THE DOLLARS ARE!

	THE WEATHER CHANNEL		CABLE HOUSEHOLDS		TV HOUSEHOLDS	
A Counties	45%	84%	28%	64%	41%	71%
B Counties	39%		36%		30%	
C Counties	12%		22%		15%	
D Counties	4%		14%		14%	

84% of The Weather Channel Subscribers live in counties with greater buying power.

THE WEATHER CHANNEL

But Tully said that the agency's cable buys are not usually based on concrete audience demographic information—data she said is lacking. Instead, Tully said that it is more of a "gut buy."

"You've got to feel it," she said.

Guarascio is not convinced of cable's ability to reach the targets it says it can. "They have not yet satisfied their ability to deal with target shares," he said. "The audience hasn't said 'I want this, here's what it means for me.' And the audience may never do that." The burden of proof, he insists, is on the cable networks to demonstrate cable's drawing power.

Greg Blaine, senior vice president of Foote Cone and Belding, doesn't think "extreme targeting" will happen, either. "What will happen is 'narrow appeal,'" he said, "a complimentary opportunity. Extreme targeting just cannot exist. There's no advertising revenue."

But agency talk consistently comes back to "numbers." "The whole industry is numbers-oriented," said Bill Croasdale, senior vice president/director of network television and programming for BBDO. "Unfortunately, it's the be-all and end-all."

According to Lynne Stauffer, Arbitron national cable marketing manager, even local systems are

For most, 1983 has turned out better than anticipated. Advertisers are beginning to use cable creatively, which in most cases means doing something different from what they would be able to do on broadcast.

The numbers begin to show cable data. Nielsen figures verify that homes with cable watch less broadcast fare. (And fewer independent stations, too. See story page 45.)

AUDIENCE SHARES MONDAY-SUNDAY—24 HOURS

	TOTAL H.H.	NON-CABLE H.H.	ALL CABLE H.H.	PAY CABLE H.H.
NETWORK AFFILIATES	70%	80%	58%	53%
INDEPENDENTS	17	18	15	15
PBS	3	3	3	2
CABLE PROGRAMS	15	2	30	36

A.C. NIELSEN
2nd QUARTER/1983

The problem is that the cable networks themselves may not yet be quite sure of their capabilities and of how they can best be used by advertisers.

more interested in quantitative measurement.

Myers said the American Media Council study addresses the numbers dilemma.

"The study showed more than a strong willingness for agencies to accept alternate ratings, but the networks, when they developed the information, found that the agencies didn't accept it and wanted to see their numbers. When you go back to the agencies, they say they haven't seen good qualitative research," he said.

Different yardsticks

A.C. Neilsen Company and Arbitron have made changes in audience measurement methodology to accommodate cable's growth. Both Nielsen and Arbitron have expanded meter services and are testing new versions of diary measurement. Nielsen has developed people meters, devices placed in-home that provide personalized buttons for each family member to record viewing habits. Arbitron introduced the Cluster-Plus system that defines viewers by Zip Code.

Further research is necessary, said Nielsen's Harkness, and its Cable Audience Methodology Study, released in March, needs to be followed up. The study received various responses from cable executives, many of whom felt that the study failed to define a single, preferable method for cable audience measurement—what its sponsors had promised it might do.

Harkness said that advertisers are requesting not only numbers but also "dimensioned" information about the network's audiences, including income, educational and geographic data. They realize that using only traditional media in media schedules underdelivers in cable households. "They want to know how it is impacting traditional media, or if they can use cable as an ad vehicle in itself or as a means of restoring balance to their overall media plan," said Harkness. He added that although "some" advertisers are interested in targeting an audience, most still want to reach a mass audience.

One solution, suggested Guarascio, is "hybrid distribution" of cable's services. The program would be cleared on cable, but also distributed on some broadcast stations.

This would raise cable's cost per thousand (CPM) and develop a revenue base. "Turner, in his own way, is into hybrid distribution," Guarascio said. "Viewers don't care if the program is delivered by cable or over the air." Cable's notion of itself as a targeted medium may be ahead of its time, according to Guarascio.

"When cable is a big business with 60 percent penetration (in five to six years, he predicts), then it will be time to try some of this (target marketing) again."

Others, such as Tully, believe that the targeting has already begun. Tully suggests that the medium that should really be worried about cable is radio.

Merging and submerging

Regardless of the method cable uses to distribute advertising messages or how much revenue is generated now, many agency people believe that the cable network shakeout will continue.

"You'll see four to five networks survive as profitable ventures," predicts Greg Blaine. "They'll profit because they are garnering an acceptable audience that's of interest to advertisers."

Guarascio, who said that a "handful" of general networks will survive, believes the market is not big enough to handle more than that. And Croasdale predicts that there are "still a couple of more mergers in the works."

But cable's immediate outlook is good. Myers projects ad growth in 1984 to be 35 percent, which could be larger since he is not considering any changes or improvements in the medium.

Many networks are looking forward, especially, to 1984—an Olympic and presidential election year.

"I wish there was a presidential speech on every night," joked ESPN's Bob Jeremiah. "And conventions—the only people watching them are relatives of the candidates. We ought to double our rates that week." Jeremiah said he believes the Olympics will only bolster ESPN viewing and turn on current non-viewers to the benefits of sports programming. Most cable networks think that the avails taken up by candidates on broadcast networks will have a spillover effect into cable.

> *'Cable seems to be many things to many people. The industry is not WTBS. Because WTBS is so successful, the obvious thing is to duplicate those sales strategies. The (JMI) study shows this should not be done.'*
>
> *Jack Myers,*
> *president*
> *JMI Communications*

The recovering economy has already had an effect on cable. "In the past, the sluggish economy created tight ad budgets and advertisers were looking for the most bang for their bucks," said Croasdale. "Advertisers relied on normal means (of buying) because they had a traditional measurable audience. I'm more optimistic today than in February or March."

Some networks are taking the bull by the horns. MTV reported an "excellent year" so far for 1983, in both ad revenue and viewership. Bob Roganti said that the network has had in excess of 200 advertisers, up from about 25 in January 1982. The network projected $350 million in ad revenues and Roganti said it looks like it will make it.

"It's the responsibility of everyone selling time to demonstrate why they should be bought," Roganti said.

Tim Robertson, group vice president at CBN Cable, said he estimates cable is taking about eight share points from the network marketplace. "That means we should get 8 percent of the total dollars allocated to network television," he said.

Robertson said that the biggest question is where cable will be in five years. "Perhaps simple numbers are not the whole story," he said. "Advertisers may get more than they bargained for in numbers. People have to be sophisticated enough to put their money where their beliefs are."

Perhaps in the final analysis, 1983 will turn out to be the year that cable first took a hard look at itself—and how others perceive it—and decided to act upon it. The important thing, as Bob Alter notes, is that cable not be considered an "abberation or boutique-y." "We're looking at getting cable in the mainstream of advertising buying, and not have it be treated as something special. Then advertisers will recognize the unique opportunity in cable." ■

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Franchising calendar

This chart examines the franchise status of communities from March 1983. "Pending" refers to communities that are in the franchising process but have not yet made an award.

Arizona
Apache Junction—consultant chosen; expect RFP issuance 12/83 (8,000 homes)

California
Chino—RFP issued; proposals due 12/14/83 (12,000 homes)
Claremont—proposals received from Group W and Cablevision of Claremont; awaiting report from consultant 10/83 (9,800 homes)
Commerce—negotiating with KTS Corp.; award expected 10/83 (3,000 homes)
Costa Mesa—proposals received from Group W and Copley Colony; preliminary award expected 11/17/83 (32,637 homes)
Duarte—consultants reviewing proposals from Cable TV West Inc. and KTS Corp (7,100 homes)
East San Fernando Valley—award to United Cable 9/16/83, (166,000 homes)
East Yolo—expecting issue of RFP 9/83; proposals due 11/10/83
Lomita—award to Colony Communications 9/6/83 (8,137 homes)
Los Altos—RFP issued; proposals due 12/12/83 (9,000 homes)
Los Angeles—award to Community Cable Entertainment Services System 9/16/83 (180,000 homes)
Norco—award to Falcon Cable of Riverside 9/21/83 (6,300 homes)
Palo Alto—RFP issued; proposals due 10/12/83 (22,000 homes)
Pasadena—final award to Falcon 5/19/83
Pico Rivera—California Cablevision contesting referendum denying them franchise
Placentia—only proposal submitted by Group W; award expected 11/83 (12,000 homes)
Sacramento—re-issuance of RFP; preliminary award expected by 11/30/83 (360,000 homes)
San Gabriel—Falcon Communications sole bidder; award expected 10/83 (11,600 homes)
South Monrovia—award to Falcon rescinded 8/83; beginning process (5,450 homes)
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected 10/83 (43,000 homes)
West Covina—award expected 10/83; proposals received from Falcon Cable and United Cable; (28,000 homes)

Connecticut
Windham, Lebanon, Scotland, et. al. (cable area 13)—award to Telemedia Company of NE Connecticut 7/21/83 (31,137 homes)

District of Columbia
Draft of RFP completed 6/83; District Council approval of RFP expected by 11/83 (254,000 homes)

Florida
Tierre Verde—award to Centel 8/9/83 (2,000 homes)

Illinois
Chicago—City Council awarded first negotiating rights for each area as follows: Area 1 to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); award expected by 1/84
Countryside—preliminary award to Cablevision of Chicago; final award expected 10/83 (2,200 homes)
Downer's Grove, Darien—negotiating with Continental Cablevision; final award expected 10/83 (6,430 homes)
Elmwood Park—RFP expected 10/83 (9,500 homes)
Glen Ellyn (DuPage County areas)—award to Group W expected 10/83 (7,000 homes)
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; final award expected by 2/84 (2,000 homes)
Joy—award to Star Communications of Springfield 5/83 (220 homes)
Lisle—final award to Multimedia 5/24/83 (3,300 homes)
Naperville—final award to Centel expected 10/83 (17,500 homes)
St. Charles, Geneva—negotiating with Centel; award expected 10/83 (10,000 homes)
South Holland—award to Multimedia 3/15/83 (7,400 homes)
Villa Park—negotiating with Multimedia (7,100 homes)
Westmont (uninc. areas of DuPage County)—final award to Continental Cablevision 4/18/83 (10,000 homes)
Wheaton—negotiating with Centel; award expected by 12/83
Winnetka—decision to have cable has been postponed
Woodbridge—award expected 1/84 (260 homes)

Indiana
DeMotte—non-exclusive award to both Northwestern Indiana Cablevision and Telecom Services 7/12/83 (800 homes)
Indianapolis—City/County Council adopted ordinance allowing city to grant cable franchise to SMATV companies

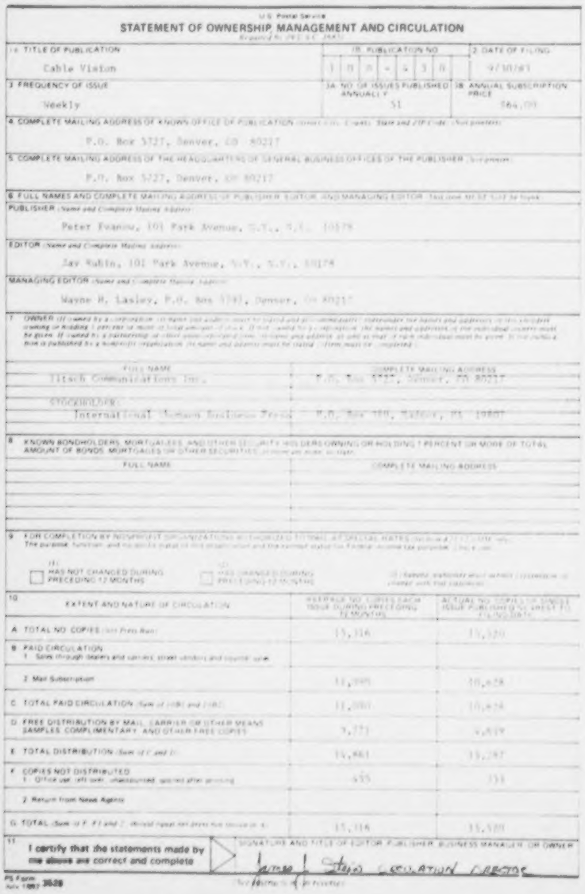
Iowa
Cambridge—award to Oak Cable Systems 3/83 (250 homes)
Colo—final award to Oak Cable systems on 3/7/83 (330 homes)
Kingsley—award to Satellite Communications 4/12/83 (400 homes)
Morning Sun—expect RFP issuance by 10/83 (450 homes)
Preston—final award to Preston Area Cablevision 6/13/83/ (430 homes)

Kentucky
Calloway County—preliminary award to Galaxy Cablevision
Danville—negotiating with RV Cablevision and Communications Systems; award expected 11/83 (12,800 homes)
Graves County—award to Galaxy Cablevision 3/20/83
Fulton—RFP issued; proposals due 10/12/83
Greenville, Central City and Muhlenburg County—negotiating with TCI; final award expected by 11/83 (13,000 homes)
Harlan County—no bids received by deadline; awaiting action by Fiscal Court (40,000 homes)
Henderson County (including Baskett, Spottsville, Graham Hill and Zion)—final award to Webster Cable TV 5/16/83
Mayfield—franchise renewal granted to ATC 9/83 (4,500 homes)

Maine
Harpswell—award to Video Vision 8/18/83 (2,800 homes)
Hermon—award to Maine Cable Co. 8/17/83 (1,062 homes)

Maryland
Baltimore—award to Caltec Cablevision revoked by City Council; future action uncertain (302,000 homes)
Carroll County—consultant's report on proposals from Prestige Cable and Matrix 9/83 (30,000 homes)
Easton—City Council approved municipal ownership 6/83; construction to start by 11/83 (3,600 homes)

Massachusetts
Acton—final award to Adams-Russell 6/14/83 (4,770 homes)
Ashland—award to Massachusetts Cablevision 7/5/83 (3,082 homes)
Belchertown—pending
Belmont—exploring municipal ownership of cable
Boxborough—RFP issued; proposals due 11/15/83 (3,100 homes)
Boylston—proposals received from Greater Worcester Cablevision and Boylston Municipal Light Co.; award expected 1/84 (1,200 homes)
Braintree—franchise awarded to Adams-Russell 4/83 (10,000 homes)
Cambridge—public referendum on municipal ownership 11/83 (43,000 homes)
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes)
Dedham—preliminary award to Bay Cable TV; final award expected 10/83
East Bridgewater—preliminary award to Campbell Communications 4/83 (2,500 homes)
Easton—preliminary award to Continental Cablevision; final award expected by 11/83
Hamilton and Wenham—proposals received from Continental Cablevision, Rollins and Prestige Cable TV; preliminary award expected 11/83 (2,300 homes)
Hanson—award to Continental Cablevision 3/22/82
Hingham—award to American Cablesystems 7/14/83 (6,323 homes)
Holden—preliminary award to Greater Worcester Cablevision (4,000 homes)
Holliston—preliminary award to Massachusetts Cablevision Systems Inc. (3,922 homes)
Hopedale—award to Massachusetts Cablesystems Inc. 6/1/83 (1,200 homes)
Lancaster—final award to Wachusett Cablevision of Clinton, Mass. 6/15/83 (4,000 homes)
Lincoln—proposals received from Adams-Russell, New Communications Corp. and Tele-Communications Inc.; preliminary award expected 1/84 (1,700 homes)
Marblehead—drafting RFP
Marshfield—final award to Greater Southshore Cablevision 6/83 (10,000 homes)
Medfield—only proposal from Massachusetts Cablevision (3,400 homes)
Medway—final award to Massachusetts Cablevision Systems 4/83 (3,000 homes)
Middleborough—proposals from Middleborough Gas & Electric, Continental Cablevision and Campbell Cable Systems
Mendon—re-starting franchise process (1,200 homes)
Nahant—only proposal from Warner Amex; no action until summer 1984 (1,433 homes)
Needham—final award to Continental Cablevision 5/5/83 (8,700 homes)
Norfolk—only proposal from Massachusetts Cable (1,800 homes)
Norwell—award to American Cablesystems 3/83 (2,760 homes)
Pembroke—award to Campbell Communications 10/83 (3,500 homes)
Pepperall—award expected 10/83 (2,800 homes)
Plympton—RFP issued; proposals due 10/17/83
Rowley—award to Newburyport Cable TV 4/83 (1,300 homes)
Sandwich—RFP issued; proposals due 11/23/83
Seekonk—proposals received from Prestige Cablevision, Massachusetts Cablevision Systems, Rollins, Inland Bay Cable, Cable TV of East Providence, Seekonk Cablevision and Seekonk Cable TV; preliminary award expected 10/83 (6,000 homes)
Shrewsbury—final award to Shrewsbury Electric Light (8,500 homes)
Sterling—restarting franchise process in fall 1983
Stow—RFP issued; proposals due 10/18/83
Sudbury—award to Adams-Russell 3/23/83 (4,200 homes)
Townsend—proposals received from Adams-Russell, Northeast Communications, United Cablevision, Pepperall Cable and Nashoba Communications; preliminary award expected 11/83 (2,306 homes)
Upton—award expected 10/83 (1,600 homes)
Walpole—preliminary award to Massachusetts Cablevision appealed by Adams Russell (5,676 homes)
Waltham—award to Waltham Telecommunications (TCI) 5/17/83 (18,000 homes)
Wayland—proposals under review (3,500 homes)
Wellesley—awarded to Continental Cablevision of Boston 5/31/83 (8,000 homes)
West Bridgeport—award expected fall 1983; proposals received from Campbell Communications and Continental Cablevision (2,000 homes)
Westminster—Adams-Russell submitted only proposal (1,000 homes)
Westport—preliminary award to United Cablevision Funding appealed by Westport Cable Television (5,500 homes)



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Cable stats

Michigan

Bloomfield Township, Bloomfield Hills—award to Booth Communications 9/12/83 (15,000 homes)
Clarkston—final award to Multi-Cablevision 3/29/83 (7,200 homes)
Dearborn Heights—final award to Continental Cablevision 4/12/83 (23,000 homes)
Detroit—award to Barden (471,000 homes)
Homer Township—RFP issued; proposals due 10/24/83
Jerome Township—award to Whitney Cablevision
Livonia—final award to Marquette Cablevision 11/82 (7,000 homes)
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monroe Cablevision
Romeo—final award to Harron 6/83 (1,000 homes)
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—negotiating with Continental Cablevision (16,437 homes)
West Oakland County Cable Group—preliminary award to Greater Media; final award expected by 10/15/83 (32,000 homes)
Westland—only proposal from Continental Cablevision (29,000 homes)

Minnesota

Afton, Cottage Grove, St. Paul Park, Denmark, Grey Cloud, Newport, Woodbury (South Washington County Cable Commission)—Telephone and Data Systems is sole bidder award expected 11/83 (12,664 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—award to Dowden Communications 9/9/83 (2,568 homes)
Belle Plaine, Le Center, Le Suer, Lonsdale, Montgomery, New Prague—expect RFP to be issued 11/83 (5,227 homes)
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award to Group W 9/9/83 (27,191 homes)
Burnsville, Eagan—final award to Group W 7/8/83; (12,849 homes)
Chanhassen, Carver County and Hennepin County—proposals received from CSI, Combined Cable and Dowden Communications; award expected 11/83
Dodge Center—award to Dowden Communications 9/9/83 (700 homes)
Eagan—see Burnsville
Foley—award expected 10/83
Forest Lake, Forest Lake Township, Columbus Township, Scandia Township—proposals received from Combined Cable, Citation Cable and Dowden Communications; award expected 10/83 (5,619 homes)
Grand Marais—award to Cable-Tron 9/9/83
Janesville—final award to Dowden 7/8/83; (700 homes)
Maple Plain—beginning process (481 homes)
Minneapolis—Storer in north sold to Rogers in south 8/83 (170,000 homes)
Minnetrista, Spring Park, Shorewood, Medina, St. Bonifacius, Excelsior, Deephaven, Woodland, Victoria, Tonka Bay, Orono, Minnetonka Beach, Greenwood, Long Lake (Lake Minnetonka Cable Communications Commission)—proposals received from Dowden, Communication Systems and Combined Cable; award expected 10/83 (11,682 homes)
Mound—award to Dowden 3/22/83 (3,600 homes)
Northfield, Northfield Twp., Dundas, Bridgewater Twp., Rice County, Waterford Twp., Dakota County—negotiating with Nor Com Video (4,416 homes)
North St. Paul, Birchwood, Dellwood, Gem Lake, Grant Township, Lake Elmo, Landfall, Mahtomedi, Maplewood, Oakdale, Pine Springs, Vadnais Heights, White Bear Lake, White Bear Twp., Willernie—final award to Group W 5/13/83 (33,568 homes)
St. James—award to Dowden 5/83 (1,820 homes)
St. Paul—negotiating with Continental; award expected by 11/83 (110,000 homes)
Savage—assessing needs for cable
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—award to Telephone and Data Systems 8/12/83 (6,000 homes)
Waconia—beginning process (1,024 homes)
Watertown—beginning process (700 homes)
Wayzata—preliminary award to Dowden Communications, final award expected 10/83 (1,800 homes)
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—no bids received; re-starting process (24,032 homes)
Windom—considering municipal ownership (1,600 homes)

Missouri

St. Louis—proposals from Archway Cablevision, St. Louis City Communications and STC Cablevision Partners; award expected 2/84 (178,000 homes)

Nebraska

Kearney—non-exclusive franchise awarded to Kearney Cablevision 4/83 (700 homes)

Nevada

Henderson and Clarke County—non-exclusive franchise awarded to Misco Cable TV 5/2/83

New Hampshire

Atkinson—award to Harron Communications 5/25/83 (1,500 homes)
Hampstead—final award to Rockingham Cablevision (1,500 homes)
Manchester—deadline for proposals for non-exclusive franchise 9/30/83
Newton—proposal deadline extended until 10/11/83
Pelham—preliminary award to Harron Communications; final award expected 10/83 (2,500 homes)
Sandown—RFP issued, no responses received (800 homes)
Windham—awarded to Harron Communications 5/83 (2,000 homes)
Wolfeboro—negotiating with Community TV, award expected 10/83 (833 homes)

New Jersey

Jersey City—determining cable options
Patterson—award expected 10/83

New York

Beekman—Dutchess County Cablevision submitted only proposal (2,100 homes)
Cherry Valley—final award to Schoharie 4/83 (250 homes)
Honeoye—award to Honeoye Cable 4/5/83 (500 homes)
Mayville, Chautauqua, Westfield, Ripley—preliminary award to US Cable; final award expected 10/83 (5,430 homes)
Mt. Upton—NewChannels has applied for non-exclusive franchise; award expected 1/84
New York City—final awards for outer boroughs 6/30/83: Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens
North Salem—negotiating with Community Cable Services; (1,100 homes)
Norwich—NewChannels has applied for non-exclusive franchise; award expected 10/83 (100 homes)
Portland—negotiating with Tribune Cable (150 homes)
Tully—award to NewChannels 8/29/83
Union Vale—only proposal from Consolidated Communication (775 homes)

North Carolina

Burke County—award to Cable TV Support Services 4/5/83 (10,000 homes)
Edgecombe County—final award to Tar River Cable Television 4/5/83 (4,000 homes)
Glen Alpine—final award to CATV Support Services 5/12/83 (300 homes)
Harnett County—award to Univision Cable Systems 2/83
Jackson—drafting RFP (400 homes)
Pamlico County—negotiating with Country Cable of Princeton, N.C. (4,000 homes)

Ohio

Batavia Township—award to So-Comm 9/20/83 (4,000 homes)
Bethel—preliminary award to Cable Management Group; final award expected 9/83
Brooklyn—municipal ownership under consideration (4,000 homes)
Cleveland—city still deliberating municipal versus private ownership
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes)
Lordstown—deliberating municipal versus private ownership
Oberlin—proposals from Oberlin Cable Co-Op and Grafton Cable; awaiting consultants report (2,600 homes)
Quincy—final award granted to Cable Management Group 8/83 (250 homes)
Racine—final award to Telenational Communications 5/2/83
Russell—award to Cablevision of Geauga 9/14/83 (1,500 homes)

Oregon

Amity—negotiating with Eagle Cable Systems Inc. (400 homes)
Canby—final award to Canby Cablevision 5/83 (2,500 homes)
Cottage Grove—proposals received from Northland, McCaw, Creative Cablevision and TCI; award expected 10/12/83 (2,500 homes)
Dunthrope—negotiating with Liberty Communications (507 homes)
East Multnomah County—final award to Rogers UA Cablesystems; 4/7/83 (80,000 homes)
Milwaukie—final award to Tribune Cable 5/3/83 (7,500 homes)
Sylvan,—negotiating with Liberty Communications (1,200 homes)

Pennsylvania

Franklin Township—preliminary award to Scatcom Cable
Paradise Township—final award to Hanover Cable TV 7/5/83
Philadelphia—city is divided into four areas with proposals submitted as follows: Area 1—Greater Philadelphia Cablevision and Independence Cable of Philadelphia; Wade Communications and Philadelphia Inner City Cablesystems; Area 3—Rollins Cablevision, Independence Cablevision, Cox Cable and Comcast Communications; Area 4—Rollins Cablevision, Comcast Communications and Cablevision Systems; awards expected 12/83
S. Versailles Township—final award to Harron 4/83 (200 homes)

Rhode Island

Newport (Middletown, Portsmouth, Tiverton, Little Compton)—reviewing proposals (29,500 homes)

Texas

Azle—RFP issued, proposals due 10/31/83 (2,200 homes)
Joshua—franchise awarded to Alencom 4/83 (610 homes)
Plano—award to TeleCable 8/83 (30,000 homes)
Richardson—award to TeleCable 3/83 (23,082 homes)

Virginia

Berryville, Clarke County—proposal from Mid Atlantic Network under review; award expected by 11/83
Dinwiddie County—Crater General Communications submitted only proposal; award expected 10/83
Fairfax City—award to Media General 6/14/83 (6,500 homes)
Hanover County—award to Continental Cablevision 5/25/83 (5,600 homes)
Loudon County—final award to Cable Communications 4/18/83 (11,500 homes)
Manassas—beginning feasibility study (5,510 homes)
Manassas Park—final award to Manassas Park Cablevision 6/83 (1,931 homes)
Suffolk—RFP issued; proposals due 10/5/83 (16,697 homes)

Washington

Battle Ground—negotiating with Cox Cable Communications (1,000 homes)
Granger, Toppenish, Wapato, Zillah—award to McCaw Communications 9/83 (5,300 homes)
Hartline—final award to Broadcast Services Inc. 3/83
Lakebay—final award to Lakebay TV Cable 6/20/83 (500 homes)

Wisconsin

Hayward—RFP issued; proposals due 11/11/83
Hudson, North Hudson, River Falls—negotiating with Telephone and Data Systems Inc.
Hustisford—negotiating with Cable Communications Corp. (350 homes)
Johnson Creek—award to Telenational of Milwaukee 9/83 (400 homes)
Kenosha—final award to Total TV 7/5/83 (29,500 homes)
Milwaukee—final award to Warner Amex 5/5/83 (253,000 homes)
New Glarus—RFP issued; proposals due 11/21/83 (675 homes)
Spring Green, Spring Green Township, Plain, Arena, Lone Rock—award to Kaul-Tronics Inc. 7/27/83 (400 homes)
Waterford—ordinance adopted and proposals being accepted (600 homes)

Source: ICR, Cable Information Service—a Titsch Communications division

Franchising in the top 45 markets

Rank	Market	Status of core city
1	New York	Manhattan—2-OP, outer boroughs 8-FG
2	Los Angeles	City is divided into 14 areas (A-N), 10-OP, 4-FG
3	Chicago	City is divided into five areas, FP
4	Philadelphia	City is divided into N,S,E,W-FP, additional area in S-OP
5	San Francisco	OP (system to be upgraded)
6	Boston	OP
7	Detroit	FG
8	Washington, D.C.	BP
9	Cleveland	BP
10	Dallas/Ft. Worth	Two systems-OP
11	Houston	Two systems-OP
12	Pittsburgh	OP
13	Miami	OP
14	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP
15	Minneapolis/St. Paul	FG/FG
16	Atlanta	OP
17	St. Louis	FP
18	Tampa/St. Petersburg	FG/OP
19	Denver	OP
20	Baltimore	FP
21	Sacramento/Stockton	FP/OP
22	Indianapolis	Two systems-OP
23	Portland	Three systems-OP
24	Phoenix	Three systems-OP
25	Hartford/New Haven	Two systems-OP
26	Cincinnati	OP
27	San Diego	Two systems-OP
28	Kansas City	OP
29	Milwaukee	FG
30	Nashville	OP
31	Charlotte	OP
32	Buffalo	OP
33	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35	New Orleans	OP
36	Memphis	OP
37	Columbus	Four systems-OP
38	Greenville/Asheville/Spartansburg	Three systems-OP
39	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40	Birmingham	OP
41	Raleigh/Durham	Two systems-OP
42	Oklahoma City	Two systems-OP
43	Louisville	Two systems-OP
44	Salt Lake City	OP
45	San Antonio	OP

Legend

OP—operational
FG—franchise granted
FP—franchise pending
BP—beginning process
LNA—little or no action

Source: ICR, Cable Information Service—a Titsch Communications division

- SNC DIES AS TURNER MAKES $25 MILLION BUYOUT
- GWSC in turmoil: Division president exits company
- Nashville net sales go to Group W Television
- Reaction from ops, analysts, Madison Avenue

CableVision

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TURNER BROADCASTING
SNC

Turner buys SNC

In what is being perceived as a classic case of "the little guy" besting two corporate giants, Ted Turner last week bought out Group W Satellite Communications' Satellite News Channel. The $25 million deal ends legal wrangling between Turner and Group W, and signals the end of GWSC as a viable enterprise. GWSC President Jonathan Hayes has left the company. **Leading the week, pages 18-24**.

Cable progresses in France

The French boast of their progress in cabling their nation at the recent VIDCOM conference in Cannes. **Leading the week, pages 18-24**.

Alternative bills prepared

Other cable legislation is being prepared in the wake of the introduction of H.R. 4103, the House companion bill to S. 66. **Leading the week, pages 18-24**.

Oak turns over STVs

In the face of declining subscribership, Oak Industries has turned over the management and programming responsibilities for its STV operations to a Los Angeles-based publisher. **Leading the week, pages 18-24**.

SMATV inroads in Austin

Austin, Texas' topography and two-story height limit prove more than amenable to CARS as a local SMATV owner employs the FCC-approved technology to encroach on ground that once belonged to city's cable system. The SMATV firm attributes its success to a marketing campaign that appeals to well-to-do young people who comprise the bulk of city's apartment population. **Page 25**.

Well-packaged comedy

Given half a chance, the bold and offbeat comedy series *Likely Stories* could attract a loyal and sizable following. Equipped with an occasional topical or socio-political thrust, the series transcends the boundaries ascribed other contemporary comedies that tend to fixate on pop culture. **Page 26**.

Pursuing the urban market

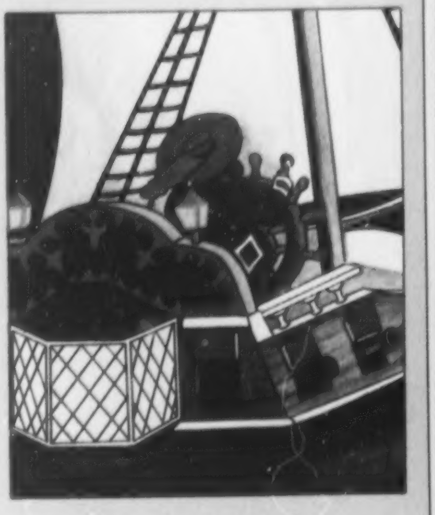
Contrary to the emerging trend involving the withdrawal of cable companies from large urban franchises, Cablevision Systems surges forward, in a vigorous pursuit of urban markets. Cablevision Systems' Chairman Charles Dolan explains at a recent Women In Cable conference why large urban centers represent a potential and, as-of-yet, untapped gold mine. **Page 43**.

Soft ad interconnect

Ever since its inception in July 1982, Cable AdNet, a cable advertising interconnect company operating in Pennsylvania, has enjoyed rapid growth and prosperity. The company expects 1984 projections to exceed $3 million. **Page 50**.

About the cover

This week's *CableVision Plus* examines the methods that systems are using to stop pirates from sailing off with their profits. Cover illustration by Joe Hinds.



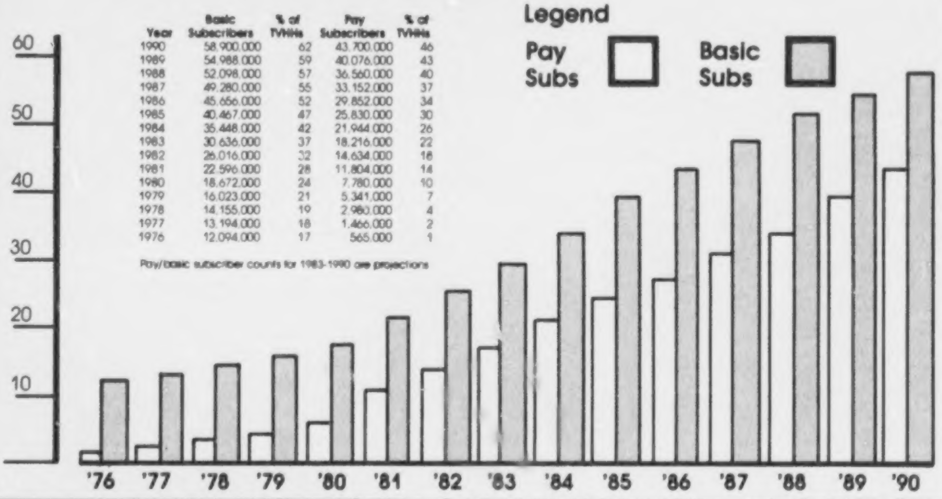
This week in PLUS

The battle against the signal thieves is gathering speed. Operators now are using amnesty programs—often heavily marketed—in conjunction with prosecutions to add weight to their words. If these approaches work as well as the systems are hoping they will, piracy should slack off dramatically. Cox Cable of San Diego has used humorous radio commercials to drive its message home. Other systems are using mailings and newspaper ads to make their stance on theft clear. And the stricter laws in some states are helping operators promote crackdown campaigns. . . . To stop the off-air thieves, the weapon is signal scrambling. *Plus* looks at where each major programmer stands on the issue. Everything seems to be ready—almost, but actual signal scrambling is still in a sort of limbo, waiting for next year's tentative launch dates. Pages 27-50.

Cable stats

Source: ICR, Cable Information Service—a Titsch Communications division.

Pay/basic cable growth



Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1983-1990 are projections

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.

Satellite lineup

Satcom III-R (RCA Americom)	**Transponder**
ACSN—The Learning Channel	16
AP News Cable	6
ARTS (Hearst/ABC)	1
Bonneville's Easy Listening (audio)*	3
C-SPAN	19
Cable Health Network	17
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West)	23
Daytime (Hearst/ABC)	22
Dow Jones Cable News (text)	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video/text)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN	16
Lifestyle (United Video/audio service)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon	1
PTL	2
Quotrader (text)*	6
Reuters News View (text)	18
(SSS)	6
Satellite Radio Network (audio service)	2
SCAN (audio service)	6
Spotlight	4
Showtime (East)	12
(West)	10
UPI Cable News (text)	6
UPI Customized Cable News (text)	5
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video/audio service)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)	**Transponder**
American Network	19
Biznet (Viacom)	15
Bravo (ESPN)	2
ESPN (West)	6
Financial News Network (CBS)	2
Home Sports Entertainment-Dallas	4
Home Sports Entertainment-Houston	11
KKGO-FM	17
National Christian Network (daytime)	7
Playboy (evenings)	12
QUBE (Warner Amex)	11
SCAN	3
SPN	3
Time Teletext (HBO/text)	18
Trinity	17

Satcom V—Launched 4th quarter 1982; no cable
Satcom I-R—Launched April 7, 1983; no national programming services
Satcom II-R—Launched Sept. 8, 1983; no cable

Westar IV (Western Union)	**Transponder**
AmSat	5D
AmSat/Digital Traffic	6X, 7D
Bonneville Satellite	3D, 12X
Cable News Network News Feeds	8X
Hughes Television Network	1X, 2X, 7X
SIN	3X
Wold Communications	6D, 9X, 10D

Westar V (Western Union)	**Transponder**
The American Network	10X
AmSat/DCM	7D
ARTS (Hearst/ABC)	12D
BET	12X
Daytime (Hearst/ABC)	12D
The Disney Channel (Wold Communications)	5X, 6X
Dow Jones	2X, 3X
Group W Satellite Corp	11D, 12D
Madison Square Garden (Hughes TV Network)	1D
Nashville Network (Group W)	9D
Satellite News Channel (Group W)	8D
Incoming Feeds	9X
Regional Feeds	4X, 8X
National Feeds	6D
SelecTV (Wold Communications)	3D
Spotlight (West)	11D
WOR-TV (Robert Wold Co.)	2D

Comstar D-4 (AT&T/GTE)	**Transponder**
Country Music Television	9H
ESPN	7V
ON TV	4V, 5V

Galaxy I (Hughes Communications)	**Transponder**
GalaVision (SIN)	20
HBO	1,3,17,21,23
SIN	6
Times Mirror	5,10
Turner Broadcasting	7,18
Viacom	14,16
Westinghouse	2,8,12,22

Galaxy II—Launched Sept. 22, 1983; no cable
Galaxy III—Projected launch Summer 1984, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.)—Projected launch April 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½)
Spacenet II—Projected launch August 1984, 18 transponders 4/6 GHz., 6 transponders 12/14 GHz.
Spacenet III—Presently being built.

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: ICR, Cable Information Service—a Titsch Communications division

Top 100 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.[1]	2,500,000	(9/83)
2.	American Television and Communications Corp.	2,248,525	
3.	Group W Cable	1,812,000	(7/83)
4.	Cox Cable Communications Inc.	1,400,000	(9/83)
5.	Warner Amex Cable	1,340,294	(7/83)
6.	Storer Cable	1,288,873	(7/83)
7.	Times Mirror Cable Television	844,600	
8.	Newhouse Broadcasting[2]	751,625	
9.	Continental Cablevision	696,000	(8/83)
10.	Viacom Cablevision	692,981	(9/83)
11.	United Cable Television Corp.	579,000	(6/83)
12.	Sammons Communications Inc.	554,488	(7/83)
13.	Rogers Cablesystems	461,899	(8/83)
14.	TeleCable Corp.	360,091	
15.	Cablevision Systems Development	350,000	(8/83)
16.	Heritage Communications	342,377	
17.	UA Cablesystems Inc.	327,000	(9/83)
18.	Capital Cities Cable Inc.	314,283	(11/82)
19.	General Electric Cablevision	314,000	
20.	Comcast Cable Communications	304,000	
21.	Tele-Media	260,000	(7/83)
22.	Wometco Communications	246,609	
23.	Jones Intercable Inc.	237,330	
24.	Daniels & Associates Inc.	229,278	(7/83)
25.	TCA Group	222,512	
26.	Maclean Hunter Cable TV Ltd.	215,667	(7/83)
27.	Centel Cable Television	213,072	(9/83)
28.	Multimedia Cablevision Inc.[3]	212,085	
29.	Century Communications Corp.	198,000	
30.	Service Electric Cable TV Inc.	189,500	
31.	Colony Communications Inc.	177,854	(8/83)
32.	Prime Cable Corp.	150,062	(9/83)
33.	Rollins Cable Vue Inc.	143,100	(5/83)
34.	Western Communications	142,464	(8/83)
35.	Cablentertainment Inc.	141,491	(7/83)
36.	Tribune Cable Communications	141,085	(9/83)
37.	McDonald Group	139,585	
38.	Cable America	129,761	
39.	Sutton Capital Group[4]	120,514	(3/83)
40.	Communications Service Inc.	120,371	(3/83)
41.	Harron Communications Corp.	115,669	(9/83)
42.	Cable Vision Industries	114,884	(7/83)
43.	Midwest Video Corp.	114,615	(12/81)
44.	Adams-Russell Telecommunications	110,208	(7/83)
45.	Midcontinent Cable Systems[5]	104,340	(8/83)
46.	McCaw Communications	102,200	(7/83)
47.	American Cablesystems Inc.	102,160	
48.	Buckeye Cablevision	105,154	(9/83)
49.	Adelphia Communications	98,371	(7/83)
50.	Communications Systems Inc.	94,599	(8/83)
51.	Armstrong Utilities	90,111	(8/83)
52.	Harris Cable Corp.	87,800	
53.	Falcon Communications	85,000	(7/83)
54.	Multi-Channel TV Cable Co.	84,000	(8/83)
55.	Televents Inc.	81,100	(8/83)
56.	Summit Communications	77,552	(7/83)
57.	Ultracom Inc.	77,000	(8/83)
58.	King Videocable Co.	75,852	(7/83)
59.	US Cable Corp.	75,000	
60.	McClatchy Newspapers	74,197	(8/83)
61.	National Telecommunications Co.	73,755	(9/83)
62.	Palmer Communications Inc.	73,400	(9/83)
63.	Greater Media	73,191	(7/83)
64.	Perry Cable TV Corp.	70,318	(8/83)
65.	The Essex Group	70,124	
66.	WEHCO Video Inc.	69,718	(8/83)
67.	Booth Communications	66,900	(7/83)
68.	Acton Corp.	65,298	(6/83)
69.	Omega Communications	65,000	(6/83)
70.	Lenfest Group	64,089	(8/83)
71.	Total TV Inc.	61,531	(5/83)
72.	Sonic Cable TV	60,603	(7/83)
73.	Consolidated Cable Systems	59,865	(9/83)
74.	Pencor Services Inc.	56,488	
75.	Wabash Cablevision	53,650	(7/83)
76.	Clear TV Cable Corp.	53,387	(7/83)
77.	Marsh Media	53,149	(8/83)
78.	The Daily Press	49,000	(7/83)
79.	Omni.Cable TV Corp.	48,768	(8/83)
80.	Selkirk Communications	46,888	(9/83)
81.	Susquehanna Broadcasting	45,565	(8/83)
82.	Phoenix Communications	43,500	(8/83)
83.	Hellicon Corp.	42,146	(7/83)
84.	Communicom	41,000	(7/83)
85.	Donrey Cablevision	39,400	(9/83)
86.	Matrix Enterprises	37,928	
87.	United Video Management	37,500	(9/83)
88.	Joseph Gans	37,000	
89.	Harte-Hanks Communications	36,831	(7/83)
90.	Scripps Howard Cable Services	35,000	(9/83)
91.	Simmons Communications	35,000	(8/83)
92.	Combined Cable Corp.	34,732	(7/83)
93.	National Cablesystems Inc.	34,200	(9/83)
94.	Masada Corp.	32,800	(7/83)
95.	Southern Cablevision	30,000	(4/83)
96.	Wisconsin Cablevision & Radio	29,190	
97.	United Broadcasting Co.	29,000	(8/83)
98.	MultiVision Group	28,471	(7/83)
99.	Cable Holdings Inc.	28,097	(6/83)
100.	Mid America Media	27,768	(4/83)

Note: Subscriber counts are as of 6/83 unless otherwise noted.

[1] Number is an estimate.

[2] Includes MetroVision, NewChannels, Vision Cable.

[3] Includes Tar River Communications.

[4] Includes owned and partially owned systems.

[5] Includes systems owned and with controlling interest.

Source: ICR, Cable Information Service—a Titsch Communications division.

Top 100 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, Calif.	Cox Cable	225,000	
2.	Woodbury (Long Island), N.Y.	Cablevision Systems	203,000	(8/83)
3.	Houston, Texas	Warner Amex	184,900	(7/83)
4.	Manhattan, N.Y.	ATC	176,700	
5.	San Antonio, Texas	Rogers Cablesystems	164,531	(8/83)
6.	West Orange, N.J.	Maclean Hunter	152,148	(7/83)
7.	Wayne, N.J.	UA Cablesystems	124,000	(8/83)
8.	Cincinnati area, Ohio	Warner Amex	110,500	(7/83)
9.	Tulsa, Okla.	United Cable	108,673	(8/83)
10.	Audubon, N.J.	NYT Cable	105,690	(7/83)
11.	Rochester, N.Y.	ATC	101,775	
12.	Erie County, N.Y.	Prime Cable	100,405	(7/83)
13.	San Jose, Calif.	Gill Industries	98,500	(8/83)
14.	Baltimore County, Md.	Caltec Cablevision	92,337	(7/83)
15.	Austin, Texas	ATC	92,250	
16.	Tidewater, Va.	Cox Cable	91,393	(12/82)
17.	Honolulu, Hawaii	ATC	88,325	
18.	Central Islip (Long Island), N.Y.	Viacom Cablevision	87,817	(9/83)
19.	Seattle, Wash.	Group W Cable	87,618	
20.	Orlando, Fla.	ATC	87,000	
21.	Memphis, Tenn.	ATC	86,350	
22.	Jefferson Parish/Kenner, La.	Cox Cable	82,962	(12/82)
23.	Jacksonville, Fla.	ATC	82,375	
24.	Toledo, Ohio	Buckeye Cablevision	82,059	(5/83)
25.	Manhattan, N.Y.	Group W Cable	81,464	
26.	Grand Rapids, Mich.	General Electric	76,500	
27.	San Diego, Calif.	ATC	74,850	
28.	Wilmington, Del.	Rollins Cable	74,800	(5/83)
29.	Greater San Juan, Puerto Rico	Harris Cable	74,300	
30.	San Francisco, Calif.	Viacom Cablevision	73,069	
31.	Wichita, Kan.	Multimedia Cablevision	72,541	
32.	Dallas, Texas	Warner Amex	70,900	(7/83)
33.	Pittsburgh, Pa.	Warner Amex	69,900	(7/83)
34.	Richmond/Henrico County, Va.	Continental	69,580	(8/83)
35.	Englewood, Colo.	United Cable	69,522	(5/83)
36.	Flint, Mich.	Comcast	65,000	
37.	Baton Rouge, La.	Daniels & Associates	63,743	(7/83)
38.	Seattle, Wash.	Viacom Cablevision	63,522	
39.	South Bend, Ind.	Heritage	62,745	
40.	Melbourne, Fla.[1]	ATC	62,000	
41.	Columbus, Ohio	Warner Amex	60,200	(7/83)
42.	Buffalo, N.Y.	Cablescope	60,082	(4/83)
43.	Santa Monica, Calif.	Group W Cable	58,817	
44.	Jefferson County, Ky.	Storer	58,700	(7/83)
45.	New Orleans, La.	Cox Cable	58,462	(9/83)
46.	Louisville, Ky.	Times Mirror	57,876	
47.	Boston Complex, Mass.	Warner Amex	57,864	(7/83)
48.	Akron, Ohio	Warner Amex	57,177	(7/83)
49.	Charlotte, N.C.	ATC	57,100	
50.	Suburban Tacoma, Wash.	Cable TV of Puget Sound	57,000	(8/83)
51.	Dade/Broward Counties, Fla.	Storer	57,000	(7/83)
52.	Snohomish County, Wash.	Viacom Cablevision	56,382	
53.	Santa Barbara, Calif.	Cox Cable	56,167	(12/82)
54.	El Paso, Texas	Group W Cable	55,711	
55.	Pompano Beach, Fla.	American Video Corp.	55,565	
56.	Monterey, Calif.	Western Communications	55,483	(8/83)
57.	Kansas City, Mo.	ATC	55,275	
58.	Allentown, Pa.	Twin County Cable	55,000	(5/83)
59.	Columbus, Ohio	Coaxial Communications	54,500	
60.	Harrisburg, Pa.	Sammons	54,500	
61.	Cleveland, Ohio	Viacom Cablevision	54,457	
62.	Sarasota, Fla.	Storer	53,400	(7/83)
63.	Phoenix, Ariz.	American Cable Television	53,157	
64.	Binghamton, N.Y.	NewChannels	53,016	(8/83)
65.	St. Petersburg, Fla.	Group W Cable	52,336	
66.	Allentown, Pa.	Service Electric	51,000	
67.	Des Moines, Iowa	Heritage	50,732	(5/83)
68.	New Haven, Conn.	Storer	50,500	(7/83)
69.	Jackson, Miss.	ATC	50,425	
70.	Canton, Ohio	Warner Amex	50,423	(7/83)
71.	Hartford, Conn.	Times Mirror	50,200	
72.	San Diego County, Calif.	Times Mirror	50,067	
73.	Indianapolis, Ind.	Wabash Cablevision	50,000	(7/83)
74.	Port Arthur, Texas	Liberty	49,320	
75.	Shreveport, La.	ATC	48,700	
76.	Reading, Pa.	ATC	48,550	
77.	Charleston, S.C.	Storer	48,400	(7/83)
78.	Peoria, Ill.	General Electric	48,300	(4/83)
79.	Westchester County, N.Y.	UA Cablesystems	48,000	(8/83)
80.	Chattanooga, Tenn.	South Media	47,791	
81.	New Britain, Conn.	United Cable	47,655	(5/83)
82.	San Rafael/Marin County, Calif.	Viacom Cablevision	47,205	
83.	Atlanta, Ga.	Cable America	46,917	
84.	Bridgeport, Conn.	Southern Connecticut	46,111	
85.	Birmingham, Ala.	ATC	45,025	
86.	Albany, N.Y.	ATC	44,850	
87.	Eugene, Ore.	Group W Cable	44,598	
88.	Omaha, Neb.	Cox Cable	44,275	(12/82)
89.	Winston-Salem, N.C.	Summit Communications	44,063	(7/83)
90.	Albuquerque, N.M.	Tribune Co. Cable	44,000	
91.	Moline/Quint Cities, Ill.	Cox Cable	43,834	(12/82)
92.	Bakersfield/Kern County, Calif.	Warner Amex	43,824	(7/83)
93.	Worcester, Mass.	Greater Media	43,798	(7/83)
94.	Oklahoma City, Okla.	Cox Cable	43,793	(12/82)
95.	DeKalb County, Ga.	Cable America	44,790	
96.	Scranton, Pa.	Verto Cable TV Corp.	43,746	(4/83)
97.	Lincoln, Neb.	MetroVision	43,398	(7/83)
98.	Fayetteville, N.C.	ATC	43,375	
99.	Spokane, Wash.	Cox Cable	43,257	(12/82)
100.	Lansing, Mich.	Continental	43,200	(3/83)

Note: Subscriber counts are as of 6/83 unless otherwise noted.

Source: ICR, Cable Information Service—a Titsch Communications division.

OCT
31
1983

GROUP W CABLE
Westinghouse Broadcasting and Cable, Inc.

- Group W Cable cuts HQ staff from 250 to 85
- Caltec withdraws Baltimore bid in deal with Cox
- CNN services to dual-feed in SNC aftermath
- United, Tribune restructure joint ventures

CableVision™

The news and features weekly of the cable television industry October 31, 1983 $3.00

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CV1FV20814GAR452 5220/1
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McGinty bros. ride MSO wave
Learning to gamble via cable

Regional sports:
playing to win

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Atlantic Show changes site

The Atlantic Show changes sites for its second go-round next week, going from three hotels to the confines of the Atlantic City Convention Hall. Convention organizers expect 2,500 people at the New Jersey gaming capital; exhibit list tops 150 companies. **Leading the week, pages 17-25**.

United and Tribune restructure

United Cable Television and Tribune Cable Communications restructure their joint ventures in Oakland County, Mich., and Montgomery County, Md., so one partner holds a majority interest in each system. The changes are subject to approval by local franchising authorities. **Leading the week, pages 17-25**.

Group W Cable cuts staff

Group W Cable slashes its New York City headquarters staff from 250 to 85. The fifth-ranked MSO maintained the cuts are part of an ongoing decentralization process and a winding down of franchising activities. **Leading the week, pages 17-25**.

SIN hosts song festival

SIN stages 12th OTI International Song Festival and telecasts the event around the world. **Page 26**.

Maturing via originals

Pay networks must revamp preconceived programming notions to take into account marketplace that expresses interest through payment of a monthly fee. **Page 29**.

Bob, Charlie and Ed McGinty.

New dawn in Atlantic City

The end of an era is marked as family cable system that operated in Atlantic City for some 35 years succumbs to an overbearing future and agrees to sell out to a MSO. **Page 37**.

Dispensing wagering wisdom

Gambling enters the cable arena with the debut of *Casino Line*, a weekly gaming instruction show. **Page 40**.

Atlantic booth guide

A listing of Atlantic Cable Show exhibitors and their respective booth numbers is presented. **Page 43**.

Regional focus

A listing of the companies headquartered in the sponsoring states of the Atlantic Show, as well as cable system statistics for the region. **Page 50**.

Group W's cable store

Group W Cable's Tallahassee, Fla., cable store serves myriad of functions in addition to distributing converter boxes. **Page 105**.

CCI making progress

With ad launch goal achieved, CCI commences agency search and announces 31 board members. **Page 105**.

Caltec bought out in Baltimore

Cox and Caltec resolve feud and settle on a buyout plan involving a $3 million price tag, which is stipulated on Cox's bid winning the City Council's approval. **Page 109**.

Quarterly reports mixed

Westinghouse realizes net income rise and sales decline; Warner posts loses while United shows strength. **Page 119**.

Fiberoptic test site

Colony's Whaling City Cable TV experiments with fiberoptics on two channels, with performance results appearing favorable. **Page 117**.

Court reviews NCAA contract

Supreme Court reviews ABC, CBS and Turner contract to determine whether the agreement involving college football broadcasting rights violates federal antitrust law. **Page 122**.

This week in PLUS

They are games people watch—and, in some cases, will pay to watch. As more regional sports networks start up, their popularity becomes more and more clear. But, as always, what works in one area may fail in another. *Plus* looks at some of the winning combinations—some sports-only, others sports and entertainment. Each network has its own game plan for the future. In a few years, the broadcast contracts will expire and the word should be out about sports on cable. Then the mix that works best and how much of the market share cable can hope for will become clear. . . Next, *Plus* takes a look at the business of ad-supported sports networks. David O'Connell, president of Buffalo's Cable Time, says that "Cable is beginning to emerge as a worthwhile merchandising vehicle." We examine just how that merchandising is done and what the foreseeable future for these networks is. **Pages 67-90**.

Atlantic Show member states

The host states—Delaware, Maryland, New Jersey, New York and Pennsylvania—for the 1983 Atlantic Cable Show are highlighted in this special regional focus. Provided is a list of the companies headquartered in those states, as well as cable system statistics for the region.

Atlantic Show

Delaware

Cable System Survey Co. Inc.
1334 Cypress Ave.
Wilmington, Del. 19805
(302) 994-4765

Catel Expo
127 N. Broadway
Wilmington, Del. 19801
(516) 543-6189

Video Cableservices Inc.
2415 Concord Pike
Wilmington, Del. 19803
(302) 478-4887

Maryland

Arlen Communications Inc.
7315 Wisconsin Ave., #600E
Bethesda, Md. 20814
(301) 656-7940

B I Associates
5020 Nicholson Ct.
Kensington, Md. 20895
(301) 984-7790

COMSAT M&S Center
22250 Camsat Dr.
Clarksburg, MD 20871
(301) 428-4285

Cable Call Corp.
10324 S. Dolfield Rd.
Owings Mills, Md. 21117
(301) 363-3000

Commercial Credit Leasing Corp.
301 N. Charles St.
Baltimore, Md. 21202
(301) 332-3000

Communications Center of Clarksburg
2723 Green Valley Rd.
Clarksburg, Md. 20871
(301) 428-9000

Custom Antenna Service Inc.
7636 Airpark Rd.
Gaithersburg, Md. 20878
(301) 948-5931

DCA Productions-Washington, D.C.
5202 River Rd.
Besthesda, Md. 20816
(301) 654-2600

Digital Communications Corp.
11717 Exploration Ln.
Germantown, Md. 20874
(301) 428-5500

Edward Wetter & Co. Inc.
1000 Chesapeake Dr.
Havre De Grace, Md. 21078
(301) 939-5555

Frederick Cablevision Inc.
244 W. Patrick St.
Frederick, Md. 21701
(301) 662-6033

G S Communications
P.O. Box 398
Frederick, Md. 21701
(301) 662-6033

Cable system statistics

State	# of systems	# of communities served	Basic subs	Homes passed	Plant miles	Pay units
Delaware	7	41	115,944	186,382	2,028	51,756
Maryland	40	148	282,854	508,926	6,195	217,170
New Jersey	60	508	1,136,276	2,252,060	22,164	1,047,721
New York	181	822	1,947,652	3,488,775	30,170	1,487,219
Pennsylvania	364	1,649	1,909,594	3,207,553	34,805	831,383
Total	**652**	**3,168**	**5,392,320**	**9,643,696**	**95,362**	**3,635,249**

Source: ICR, Cable Information Service—a Titsch Communications division.

Cable services subscriber counts

Satellite-fed national services

Basic services	Affiliates	Subscribers	% change in subs from 8/30	
ACSN: The Learning Channel	461	3,600,000	NC	
ARTS (Hearst/ABC)	1,936	12,300,000	+4.06	
Black Entertainment Television (BET)	246	5,370,930	+14.3	
Cable Health Network (CHN)	1,315	13,278,000	+3.03	
Cable News Network (CNN)	3,840	21,788,000	+4.14	
CNN Headline News	634	5,287,000	+11.9	
C-SPAN America's Network	1,100	14,500,000	NC	
CBN Cable Network	3,868	22,500,000	+1.33	
Country Music Television	45	1,200,000	NC	
Daytime (Hearst/ABC)	755	10,000,000	+4.50	
Entertainment and Sports Programming Network (ESPN)	6,713	24,600,000	+2.03	
Eternal Word Television Network (EWTN)	100	1,625,000	+1.81	
Financial News Network(FNN)	758	9,000,000	NC	
Modern Satellite Network (MSN)	500	8,293,020	+.87	
Music Television (MTV)	1,900	15,000,000	NC	
The Nashville Network (TNN)	1,200	9,600,000	NA	(8/30)
National Christian Network (NCN)	108	1,439,153	NC	
National Jewish Television (NJTV)	147	2,823,916	NC	
Nickelodeon	2,925	13,950,000	NC	
PTL Satellite Network	766	8,000,000	NC	
Satellite News Channel (SNC)[1]	760	7,700,000	+2.59	
Satellite Program Network (SPN)	450	8,600,000	+12.5	
SIN Television Network[2]	241	3,237,200	NC	
Trinity Broadcasting Network	272	3,218,400	NC	
USA Network	4,000	20,000,000	+5	
The Weather Channel	1,000	10,000,000	NC	
WGN	4,625	10,937,035	+1.8	
WOR	807	4,172,224	+1.67	
WTBS	5,588	27,654,000	+3.62	
Pay services				
Bravo	95	140,000	NC	
Cinemax	1,800	2,500,000	NC	
The Disney Channel	942	425,000	+29.4	
GalaVision	180	125,000	NC	
Home Box Office (HBO)	5,000	12,500,000	NC	
Home Theater Network (HTN)	385	230,000	+2.17	
The Movie Channel (TMC)	2,600	2,500,000	NC	
The Playboy Channel	290	535,000	NC	
Showtime	2,700	4,500,000	NC	
Spotlight	225	765,000	NC	
Audio services				
Cable Jazz Network[3]	NA	NA	NA	
The Jazz Network (KKGO)	13	800,000	NC	
Lifestyle	154	2,500,000	+28	
Love Sounds[3]	NA	NA	NA	
Moody Bible Institute	26	369,580	+11.9	
Nice and Easy[3]	NA	NA	NA	
Satellite Radio Network	50	400,000	NC	
SCAN	19	120,000	+10	
WFMT	166	888,052	+.11	
Text services				
AP News Cable	445	4,700,000	NA	(4/30)
Dow Jones Cable News	138	1,700,000	+4.7	
Electronic Program Guide (EPG)	119	2,194,423	+4.10	
Reuters News View	360	3,500,000	NC	

Non-satellite-fed national services

Bicycle service				
Fuji Network	4	2,740	NC	
Nippon Golden Network	3	7,000	+71.4	
PlayCable	20	NA	NC	
The Pleasure Channel	7	10,000	NC	

Regional entertainment services

Regional service				
Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NA	(5/83)
Bay Area Religious Channel (BARC)	34	200,000	NC	
Buffalo Sabres Hockey	11	420,000	+22.6	
Festival-The Texas Cable Network	5	524,000	NC	
Home Sports Entertainment (Dallas)	NA	NA	NA	
Home Sports Entertainment (Houston)	5	13,200	+20.45	
Home Sports Entertainment (Pittsburgh)	NA	NA	NA	
Life Newsvision (Chicago Suburbs)	6	11,000	NC	
Madison Square Garden	49	1,500,000	NC	
MetroChannel	5	110,000	NA	(7/83)
Newsday Cable	1	196,000	NC	
PRISM-Philadelphia	88	355,000	+.84	
Sonics Superchannel	10	23,000	NA	(4/83)
SportsChannel (New England)	30	25,000	NC	
SportsChannel (New York)	33	300,500	NC	
SportsVision	10	13,500	+18.51	
Video Music Channel	4	110,000	NA	(7/83)
Z-Channel	17	91,324	NA	(7/30)

Announced services

Non-satellite-fed services	Expected launch
The Cable Shop	11/83
The Games Network	12/83
Regional services	
Box Seat	1/84
Capital Sports	4/84
Pro-Am Sports	4/84
Wisconsin All-Sports Network	3/84
Sports Time (Anheuser, Multimedia, TCI)	4/84
Satellite-fed services	
Aimi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	3/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	4th quarter 1983
Comedy Entertainment Network Telecommunications Station (CENTS)	1st quarter 1984
The Community Channel	TBA
Epsicopal TV Network	TBA
Kidvid Network	3/84
M-Net	TBA
Magicable	TBA
National Jazz Network	4th quarter 1983
The Nostalgia Network (Lewmark Productions)	TBA
The Pleasure Channel	1/84
The Silent Network	1/84
Star Video Music	4th quarter 1983
Video Concert Hall	TBA
Video Music Channel	4th quarter 1983
The Work Channel (Lewmark Productions)	TBA

Note: Subscriber and affiliate counts are as of 9/30/83 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1] Last appearance on chart.

[2] Total SIN reach. Total Spanish-speaking households: 27,217,700.

[3] New to chart; launched 10/83

Source: ICR, Cable Information Service—a Titsch Communications division.

National advertising

This chart lists national advertising sales by the basic cable networks during October 1983.

ARTS
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Carson Products (R)
Citizen Watch (R)
Coca Cola (Taylor Wines) (R)
Eastman Kodak (R)
Exxon (R)
Ford (R)
General Motors (R)
Greek National Tourist Organization (R)
Gulf Oil (R)
Halson (R)
International Business (N)
Lennex (R)
Mobil Oil (R)
Piper-Heidsieck Champagne (R)
Phillips Petroleum (R)
Polaroid (R)
Prudential-Bache (R)
Quaker Oats (N)
Ralston Purina (N)
Sears (N)
Universal Pictures (R)
University of Texas Press (R)
Warner Communications (Atari) (R)
Yves St. Laurent (R)

BET
American Home Products (R)
Anheuser-Busch (R)
AT&T (R)
Campbell Soup (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (R)
The Disney Channel (N)
Eastman Kodak (R)
Ford (R)
IBM (R)
Kraft (R)
Mobil (R)
Pepsico (R)
Pillsbury (N)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
U.S. Marine (N)
Westinghouse (R)
Wrigley's (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

CBN Cable Network
American Egg Board (R)
Amway (N)
Campbell Soup (R)
Clorox (R)
Eastman Kodak (R)
Grayhound-Armour (N)
Hanes (R)
K-Tel (R)
Kelloggs (R)
National Liberty Insurance (R)
Nestle (R)
Odyssey (N)
Pillsbury (R)
Quaker Oats (R)
Sears (R)
Time (R)
Tony's Pizza (R)
Warner Lambert (R)

CNN
American Home Products (R)
AT&T (R)
Campbell Soup (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
Gallery of Homes (N)
General Foods (R)

Cable stats

General Mills (R)
Gulf Oil (R)
Kal Kan (N)
Kellogg's (N)
Miles Laboratories (R)
Nomura Securities (Tokyo Business Report (N)
Procter & Gamble (R)
Qantas Airlines (R)
Quaker Oats (R)
Radio Shack (R)
Ralston Purina (R)
Sears (R)
Teledyne Water Pik (N)
Time (R)
U.S. Army (R)
Union Carbide (R)
Wrigley's (R)

CNN Headline News'
American Gas Association (R)
Black & Decker (R)
Campbell Soup (R)
Clorox (R)
Coca-Cola (R)
Dow Jones (R)
Ford (R)
Gallery of Homes (N)
General Mills (R)
Gulf Oil (R)
John Hancock (R)
Kellogg's (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Quaker Oats (R)
Remington (R)
Smithsonian (R)
Sporting News (R)
Time (R)
Union Carbide (R)
Urban General (R)
Wausau Insurance (R)
Winn Dixie (R)
Wrigley's (R)

Country Music Television
Anheuser-Busch (R)
FTD (N)
General Mills (Red Lobster) (R)

Daytime
Ace Hardware (R)
Allied Corp. (R)
American Cyanamid (R)
American Egg Board (R)
American Home Products (R)
American Thread Co. (R)
Anchor Hocking (R)
Bandai America (R)
Boehringer/Ingelheim (R)
Brown Shoe (R)
C.M. Offray & Son (R)
Campbell Soup (R)
Cheesebrough Ponds (R)
Cumberland Packing (N)
Del Monte (R)
Department of Citrus (N)
The Disney Channel (N)
DMC (R)
Dow Chemical (R)
Eastman Kodak (R)
Ethan Allen (R)
General Foods (R)
General Mills (R)
General Motors (R)
H.J. Heinz (R)
Hanes (N)
J.C. Penney (R)
Kikkoman (R)
Kimberly Clark (R)
Kraft (R)
Leggs (R)
Levelor (R)
Manufacturers Hanover Trust (R)
Mobil Oil (R)
Nabisco (N)
North American Phillips (R)
Northern Laboratories (R)
Nylint (R)
Pocket Books (R)
Procter & Gamble (R)
Quaker Oats (R)
Ralston Purina (R)
Saks Fifth Avenue (R)
Searle (R)
Revlon (R)
Scott Paper (R)
Searle (N)
Sears Roebuck (R)
Simplicity Patterns (R)
Singer (R)
TWA (R)
Universal Foods (N)
Universal Pictures (R)
Warner Lambert (R)
Weight Watchers (R)
Whitehall Labs (R)

Dow Jones Cable News
Charles Schwab (R)
Dow Jones (R)
Hilton Hotels (R)
Waldorf-Astoria (R)

ESPN
American Cyanamid (R)
American Express (R)
American Home Products (R)
Athlete's Foot (N)
Block Drug (R)
Dow Jones (R)
Epsom Computers (N)
Johnson & Johnson (R)
Klass Video (N)*
Radio Shack (R)
Sears (R)
Soloflex (R)
State Farm Insurance (R)
Trustworthy Hardware (R)
U.S. Postal Service (R)
U.S. Tobacco (R)

Financial News Network
American Airlines (R)
American Monetary Association (R)
Andrew Peck (R)
Argentex (R)
British Airways (R)
Business Week (R)
Capital Preservation Fund (R)
Cardiff Publishing (R)
Charles Schwab (R)
Clayton Brokerage (R)
Colonial Penn Life Insurance (R)
Dean Witter (R)
Discount Plus Commodities (R)
Dow Jones (R)
Eastern Airlines (R)
The Finer Edge (R)
First Futures (N)
Fisher Stereo (R)
G.E. Credit Corp. (R)
Guardian Precious Metals (R)
General Motors (R)
Hawaiian American Cruises (R)
JNC Magazine (R)
International Trading Group (R)
Investment Metals International (R)
Kiplinger (R)
Lind-Waldock Commodities (R)
Mabon Nugent (R)
Marsten System (R)
MCI (R)
Merrill Lynch (R)
Monex (R)
National Bank of Poland (N)*
National Geographic (R)
Newsweek (R)
North American Systems (R)
OTC Review (R)
Paulson Investment (R)
Premeco (R)
Prudential-Bache (R)
Quasar (N)
Quick & Reilly (R)
Remote Computing Group (R)
Research Magazine (R)
Rouse, Woodstock (R)
Sears (R)
Sharper Image (R)
Silver Reed of America (R)
Smythe Wheatly (R)
Standard and Poor's (R)
Tandy Corp. (R)
Toyota (R)
Value-Line (R)
Wellington Financial (R)
West Coast Metals (R)
William O'Neil (R)
Zond Systems (N)

MSN
Akla (R)
Schering-Plough (R)

The Nashville Network'
Acme Boots (R)
Beaird-Poulan (R)
CBS Records (R)
Champion Spark Plugs (R)
Columbia Pictures (R)
Eastman Kodak (R)
Flying Tigers (R)
Ford (R)
General Motors (R)
Gusto Records (R)
Haggar (R)
Kraft (R)
Lorillard Tobacco (R)
Martha White (R)
Members Only (R)
National Life & Accident Insurance (R)
Playboy (R)
Philip Morris (R)
R.J. Reynolds (R)
Ralston Purina (R)
Stroh Brewery (R)
Suffolk Marketing (R)
Time (R)
Universal Pictures (R)
Warner Lambert (R)

National Jewish Television
Coleco (R)
Crazy Eddie (R)
El Al (R)
EMGO (R)
Goody Products (R)
Israel Coins and Metals (R)
Sheraton (R)

SIN
Amaretto Di Saronno (R)
Anheuser-Busch (R)
Campbells (R)
Coca-Cola (R)
Colgate-Palmolive (R)
Ford (N)
Procter & Gamble (R)
Sears (R)
Warner Brothers (N)

SPN
Architectural Digest (R)
Century 21 (R)
Dow Chemical (R)
North American Systems (R)
Pfaff Sewing Machines (R)
Qantas Airlines (R)
Rubbermaid (R)
Searle (R)

USA
Ace Hardware (R)
American Motors (R)
Anco (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Haggar (R)
J.C. Penney (N)
Kellogg's (N)
Lennox (R)
Lipton (R)
Phillips Petroleum (R)
Pillsbury (R)
Procter & Gamble (R)
Prudential-Bache (R)
Quaker Oats (R)
Ralston Purina (R)
Searle (N)
Scott Paper (R)
3-M (R)
United Airlines (R)
United Technologies/Carrier (N)

The Weather Channel
American Motors (R)
American Gas Association (R)
ANCO (R)
Beaird-Poulan (R)
Champion Spark Plugs (R)
Eastman Kodak (R)
Lennox (R)
Philip's Petroleum (R)
Prudential-Bache (R)
Scott Paper (R)
Union Carbide (R)
United Airlines (R)

WTBS
Campbell Soup (R)
CBS Records (R)
Chevrolet (R)
Coca-Cola (R)
Digital Computer (N)
General Foods (R)
Greyhound (R)
Johnson & Johnson (R)
Kraft (R)
Matchavelli (N)
Pillsbury (R)
Procter & Gamble (R)
Quaker Oats (R)
Sega (N)
Spearhead Marketing (R)
Time (R)
Warner Communications (R)

* New to network advertising
R denotes renewal client
N denotes new client
Total advertising clients for October: ' 40 clients; ' 70 clients; ' 40 clients; ' 115 clients

Cable barometer

Television households (TVHH)	83,300,000
Homes passed by cable (HP)	52,333,336
Percent of TVHH passed by cable	62.7%
Basic cable subscribers	29,060,756
Percent of TVHH with basic cable	34.5%
Pay cable subs	17,308,666
Percent of TVHH with pay cable	20.5%
Percent of HP with pay cable	33.1%
Percent of basic subs with pay cable	59.6%

Figures are as of Aug. 31, 1983.
The percent of TVHH with basic cable as of 5/31/83 should have read 34.4%.